HPE GreenLake

Connected luxury

Nobu Hotels provides iconic experiences by delivering reliable, seamless, and secure connectivity

Blending modern luxury with minimalist Japanese tradition, Nobu Hotels offers the ultimate destination lifestyle experiences supported by AI, IoT, and other technologies using HPE Aruba Networking.

Unparalleled accommodations worldwide

Founded by Chef Nobu Matsuhisa, Robert De Niro, and Meir Teper on the concept of providing immersive luxury lifestyle hotels with dining at the center, Nobu Hospitality has grown into an elite global brand with properties across five continents. It currently offers hotels, restaurants, and residences.

"Our brand is built on service, image, and reputation," said Rodney Linville, global head of IT for Nobu Hospitality, the parent company of Nobu Hotels. "Having a reliable, high performance, secure network enables us to provide the exceptional experiences that our discerning guests expect."

Reliable network connectivity built on Zero Trust principles

As the Nobu Hotels enterprise expanded, it required robust networking infrastructure to replace its heterogeneous and decentralized legacy systems. "We needed to improve connectivity experiences, generate operational efficiencies, and strengthen data security," said Linville.

"Our connectivity vision emphasized a seamless, hyperpersonalized guest experience that leveraged advanced technologies, including various types of AI-infused throughout before, during, and post-stay interactions, to enhance guest satisfaction and convenience at Nobu Hotels," he continued.

Working with its trusted partner WorldVue, Nobu Hotels evaluated leading competitors and selected an end-to-end HPE Aruba Networking solution for wired, wireless, and SD-WAN connectivity based on Zero Trust principles. "Standardizing on HPE Aruba Networking provides us with a streamlined, secure, and centralized solution that is easy to deploy, administer, and evolve as our needs change," Linville said.

NOBU HOTELS

Industry: Hospitality
Country: United States

Vision

Deliver premier, hyperpersonalized hospitality experiences to discerning guests

Strategy

Deploy reliable future-ready, unified, secure, intelligent, high performance wired, wireless, and SD-WAN infrastructure.

Outcomes

- Supports luxury hospitality experiences
- Permits efficient and secure deployment IoT and other connected solutions
- Enables cost-effective optimization of a global hospitality network

For Nobu Hotels, demonstrated reliability of HPE Aruba Networking in the marketplace was also critical for meeting the hotelier's 24x7 availability requirements. "This includes smart rooms, personalized services, advanced CRM and property management capabilities, housekeeping and maintenance automation, digital staff communications, and exceptional data security," said Linville.

Integrated IoT support

As the foundation for its hyperconverged technology estate, which integrates every aspect of operations and guest services, Nobu Hotels uses HPE Aruba Networking Wi-Fi 6 access points (APs) for wireless connectivity and the HPE Aruba Networking CX switches for wired. In addition, the enterprise adopted HPE Aruba Networking SD-Branch for connecting select hotels around the world.

"With HPE Aruba Networking APs providing native Bluetooth and Zigbee support, we can connect various IoT systems directly, without needing to purchase or maintain supporting technologies, which simplifies management and reduces costs," said Linville.
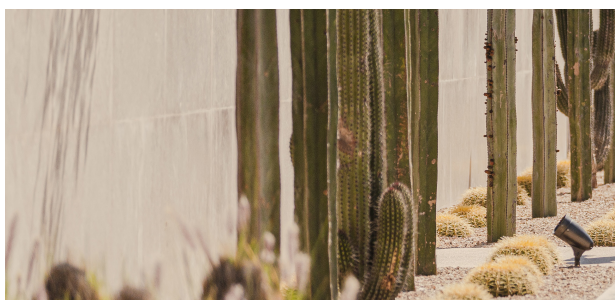
For guest accommodations and safety, IoT technologies include door automation, security cameras, digital voice assistants, Apple TVs, lighting, window blinds, in-room dining orders, and the HVAC sensors necessary for providing guests with the ability to fine-tune their climate control settings.

In addition, HPE Aruba Networking infrastructure supports an AI-driven concierge, available 24x7 through the Nobu app or in-room voice assistant. "The AI concierge responds to guest requests and also makes proactive recommendations based on real-time data and guest preferences," Linville said.

Operationally, the hotelier's IoT systems include point-of-sale (POS) devices, tablets for mobilizing workers, and panic buttons for physical safety. "For housekeeping automation, IoT supports solutions like HotSOS, Knowcross, and Hub OS," said Linville. "We also utilize a variety of IoT-enabled preventative and required maintenance automation solutions.

Intelligence automates security

Layering on Nobu Hotels' hardware foundation are intelligent management solutions that secure connected devices.

This includes HPE Aruba Networking ClearPass, for deploying robust network policies based on the principles of Zero Trust security, and Dynamic Segmentation, which works in combination with the hotelier's wired switches and HPE Aruba Networking ClearPass to assign every connected device to the proper wired switch port or wireless SSID on-the-fly. As a result, every device is granted network and application access based on the appropriate, policy-based, level of security.

"Our strategic deployment of HPE Aruba Networking ClearPass and Dynamic Segmentation ensures we can realize our Zero Trust vision without adding IT or operational overhead," Linville said. "That's because the intelligence built into HPE Aruba Networking's Zero Trust technologies automates cybersecurity for the many IoT solutions we use."

With its data security deployment, Nobu Hotels not only safeguards sensitive guest and employee data but also fulfills compliance regulations worldwide, such as the payment card industry (PCI) in the U.S. and General Data Protection Regulation (GDPR) in the EU.

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Our HPE Aruba Networking infrastructure is a strategic asset that drives innovation, contributes to enabling growth, and enables achieving broader business goals."

– **Rodney Linville**, Global Head of IT, Nobu Hospitality

AI-powered tools keep IT overhead low

To unify and streamline management across its wired, wireless, and SD-WAN networks, Nobu Hotels relies on two AI-powered solutions. HPE Aruba Networking Central supplies cloud-based comprehensive artificial intelligence for IT operations and HPE Aruba Networking User Experience Insight (UXI) proactively uncovers network degradations in real time, before they impact experiences.

Nobu Hotels benefits from these solutions in multiple ways, starting with having a complete view of its infrastructure within the HPE Aruba Networking Central dashboard.

"Having the visibility to monitor and troubleshoot every property, as well as the one-click ability to apply a network update worldwide, makes HPE Aruba Networking Central a tremendous benefit," Linville said.

In addition, Nobu Hotels uses the dashboard to monitor the activities of its managed service providers (MSPs), enabling the company to achieve savings by contracting with the most qualified and cost-effective firms.

Delivering quality experiences while containing costs

Furthermore, adopting UXI helps keep the quality of user experiences high while significantly contributing to operational efficiencies and cost containment.

"For example, when our housekeeping staff was struggling with accessing a particular application, UXI immediately revealed that the source of the problem was in improper settings within the app," said Linville.

"In the past, once we ruled out the network, we'd have been forced to replace the application at considerable expense," he added.

Achieving cloud infrastructure goals

Nobu Hotels also appreciates its new networking infrastructure for helping leverage its Amazon AWS presence.

This includes deploying HPE Aruba Networking ClearPass on AWS, to centralize access security for every location, and using AWS to host the virtual gateways that power the hotelier's SD-Branch network.

For branches, it means having the capability to overcome notorious telecommunications backbone insufficiencies in certain geographies. Further, the setup enables using more cost-effective circuits worldwide, freeing Nobu Hotels from dependence on inflexible and expensive Multiprotocol Label Switching (MPLS).

Hyperpersonalized guest journeys before, during, and after the stay

With its new infrastructure, Nobu Hotels is implementing its vision to supply innovative, secure, and hyperpersonalized guest experiences from reservation to post-stay loyalty and engagement.

"HPE Aruba Networking provides the right mix of secure technology solutions," said Linville. "What's more, HPE Aruba Networking continuously listens to our industry-specific needs and supports us in our mission to deliver optimal guest experiences while simplifying the integration of new features and systems in our hotels to ensure cost-effective operation."

In addition, Nobu Hotels can be more sustainable as its networking hardware delivers power reduction capabilities and enables smart room features that save considerably on HVAC and lighting utilization.

"Our reliable, high performance, and secure networking infrastructure is a strategic asset that helps us drive innovation, contributes to enabling growth, and achieves broader business goals," said Linville.

"Using HPE Aruba Networking ensures that the Nobu brand can continue delivering on its promise of furnishing guests with iconic hospitality experiences while providing our business with the agility to rapidly adapt to future technological and market developments," he added.

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Our strategic deployment of HPE Aruba Networking solutions assures we can realize our Zero Trust vision without adding IT or operational overhead."

– **Rodney Linville**, Global Head of IT, Nobu Hospitality

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→ **Learn** more about HPE Networking

→ **Learn** more about HPE Aruba Networking Central

→ **Learn** more about HPE Aruba Networking SD-Branch

→ **Find** more HPE Aruba Networking case studies

Solution

Hardware

- HPE Aruba Networking Wi-Fi 6 Access Points
- HPE Aruba Networking CX Switches
- HPE Aruba Networking SD-Branch

Software

- HPE Aruba Networking Central
- HPE Aruba Networking ClearPass Policy Manager Platform
- HPE Aruba Networking User Experience Insight (UXI)

Key partners

- WorldVue

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