



# FROM FRICTION TO FLOW: USING PASSPOINT FOR SEAMLESS WI-FI CONNECTIVITY IN HOTELS AND MULTIFAMILY PROPERTIES

As guest expectations for seamless connectivity grow, properties need solutions that improve both the user experience and operational efficiency. Passpoint®, a Wi-Fi Alliance-certified technology, offers a transformative approach to network access. By eliminating manual logins, captive portals, and re-authentication processes, Passpoint improves user satisfaction across multiple industries, including hospitality, retail, education, and enterprise environments. For hotels and multifamily properties, it not only streamlines access but also boosts network security, enhances operations, and supports new business strategies.

## WHAT IS PASSPOINT TECHNOLOGY?

Passpoint, also known as Hotspot2.0, is supported by most enterprise-grade APs on the market today. It is also supported by most major mobile operating systems, including Android, iOS, and Windows. But what exactly does it do?

- **Passpoint simplifies Wi-Fi authentication by allowing devices to connect to secure networks without user intervention.** Passpoint-enabled networks provide unique credentials to mobile devices that enable them to authenticate automatically using IEEE 802.1x authentication. Once a user accesses the Wi-Fi network at a particular location, if their device is Passpoint-enabled and has the appropriate credentials, it will automatically connect when they visit again.
- **Passpoint also uses strong encryption standards, including WPA2 and WPA3, to secure user data.** By implementing enterprise-level security, Passpoint protects against the risks associated with open or minimally secure guest and resident Wi-Fi networks. This is especially critical in environments like hotels, where privacy is paramount in handling sensitive and private guest data. In multifamily properties, where residents often have multiple connected devices, Passpoint can ensure that only authenticated devices access the network, reducing potential security vulnerabilities.
- **Passpoint addresses issues posed by MAC address randomization.** While this technique is commonly used to protect user privacy, it can detract from the user experience because it requires devices to log in to the network again every 24 hours or more. Because Passpoint removes these disruptions, it provides frictionless access while ensuring privacy and security.



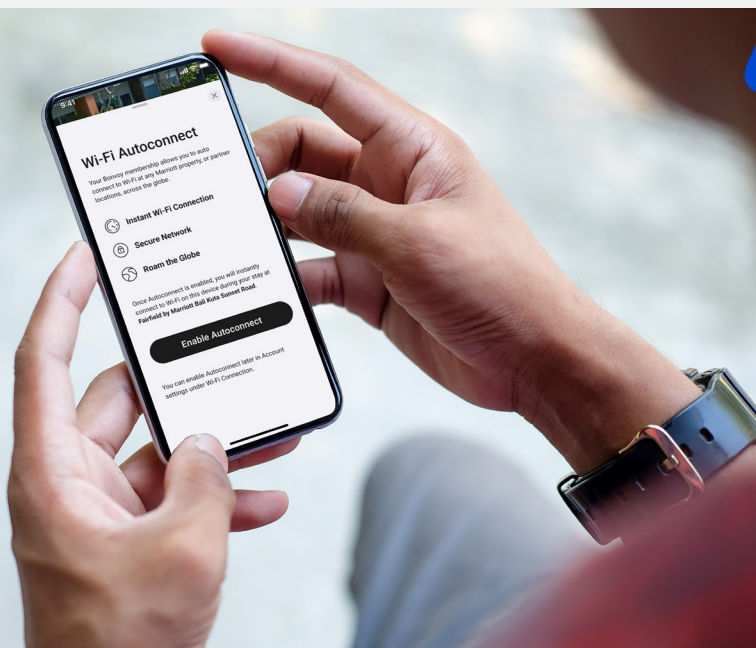
Passpoint offers significant benefits without requiring major operational changes for hotels or multifamily properties, making it easy to implement without overhauling existing systems.

Mohsin Maqsood, Director of Product Innovation at WorldVue, notes, “Passpoint is essential for our customers, as it fundamentally redefines how Wi-Fi networks operate. By delivering secure, seamless, and automatic connectivity, Passpoint eliminates the friction of manual logins and legacy authentication methods. This not only enhances the user experience, particularly in high-demand environments like hospitality and retail, but also improves network efficiency and security. It’s a critical tool for organizations looking to improve both operational efficiency and customer engagement and stay ahead in an increasingly connected world.”

## WHY PASSPOINT MATTERS FOR HOTELS & MULTIFAMILY PROPERTIES

In today’s connected world, guests and residents expect fast, secure, and seamless Wi-Fi access across all properties. Traditional guest Wi-Fi authentication methods can be cumbersome, lack personalization, and often fail to leverage centralized management for enrollments, location-based marketing, and secure Internet experiences. Passpoint addresses these issues by offering:

- **Faster, automatic access:** Users experience a 50% faster connection time compared to traditional login methods, leading to higher satisfaction.
- **No passwords, no hassle:** Guests and residents don’t have to navigate complex captive portals or constantly re-enter credentials, which reduces frustration. (However, Passpoint networks do support deployments in which a click-through screen is required for acceptance of terms and conditions or branding.)
- **Seamless loyalty integration:** Brands can link Wi-Fi access with loyalty programs or membership services, automatically connecting returning users and enhancing brand loyalty. Passpoint simplifies the integration of loyalty programs with Wi-Fi by using profiles instead of specific rewards-linked network identifiers.
- **Network security:** Passpoint also serves as a tool for access and network security, ensuring that only authorized devices can connect.



Implementing Passpoint authentication in a hotel’s Wi-Fi network is a game-changer for the guest experience. By streamlining secure and seamless access, Passpoint elevates connectivity from a convenience to a cornerstone of modern hospitality. Guests can now connect effortlessly, moving throughout the hotel without re-authentication, enhancing comfort, productivity, and satisfaction. This is the level of service today’s travelers expect, and it’s what sets properties apart in an increasingly digital landscape.

**ROBERT GROSZ**

President & COO, WorldVue



Passpoint also improves operational efficiency, simplifying network management by reducing the need for frequent user support and complex IT configurations. Passpoint's centralized management of credentials and automatic authentication leads to:

- **Up to 20% fewer support tickets** related to connectivity issues.
- **Streamlined network administration:** The centralized management of authentication credentials streamlines network setup and administration, making it easier to maintain consistency and security across multiple locations and reducing the likelihood of misconfigurations.
- **Data-driven insights:** Reports generated from Passpoint-enabled networks offer valuable data on user behavior. This can enable properties to make better-informed decisions to improve services and streamline operations.
- **Location-based services:** Using Wi-Fi supported by Passpoint, properties can offer personalized experiences, such as directing guests or residents to specific facilities, providing targeted promotions, or offering location-based notifications. This creates a more interactive environment, increasing engagement by up to 30% and driving both satisfaction and revenue.

## ADDITIONAL BENEFITS OF PASSPOINT

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### MOBILE DATA OFFLOAD

With mobile data demand skyrocketing, especially in dense environments like hotels and residential complexes, Passpoint provides an essential solution for offloading mobile traffic. By routing mobile traffic to the property's Wi-Fi network, Passpoint improves overall network performance while reducing strain on cellular infrastructure. Guests and residents benefit from faster speeds and lower latency, even during peak times.



### INTERNET OF THINGS

Passpoint integrates well with smart building technologies, supporting the deployment of Internet of Things (IoT) devices. These connected systems provide more convenience to residents and guests by simplifying their interactions with their environments. They help properties generate revenue through value-added services such as automated room controls and advanced entertainment options. In addition, Smart devices can help decrease operating costs, for example, by adjusting lighting and HVAC use and detecting issues such as water leaks.



## OPENROAMING

OpenRoaming offers Wi-Fi functionality akin to cellular roaming, enhancing the user experience by simplifying connectivity across locations while maintaining robust security. Passpoint-enabled networks support this experience, facilitating secure, global roaming across federated partner networks. Thus, users can move around a property or even between different properties without the need to log in again, offering a seamless experience that increases satisfaction.

In fact, with Passpoint, a user can experience seamless Wi-Fi connectivity to a hotspot anywhere in the world where a provider has roaming agreements. Thus, users can even roam across brands if a Passpoint profile is set up to enable that. This also means that devices can move seamlessly from cellular networks to partnered private Wi-Fi networks and back without the user even noticing, further improving their experience.

The use of OpenRoaming and Passpoint continues to grow, especially now that these technologies are being integrated with IoT and private 5G. The Wireless Broadband Alliance and Maravedis predict that OpenRoaming/Passpoint deployments will increase exponentially, with tens of millions of hotspots by 2026. To remain competitive, hotels and residential properties will need to incorporate Passpoint into their technology ecosystems.

## PASSPOINT: THE KEY TO A FRICTIONLESS WI-FI EXPERIENCE

Passpoint is revolutionizing connectivity in hotels and multifamily housing by offering seamless, secure, and automatic Wi-Fi access. It supports the operational needs of property managers by reducing support requests, improving security, and enabling the offload of mobile data to Wi-Fi networks. Furthermore, Passpoint helps properties deliver personalized experiences and make data-driven business decisions, all while enhancing user satisfaction. By integrating with smart building technologies, Passpoint also creates new opportunities for properties to generate revenue through value-added services.

As guest expectations evolve and the demand for secure, frictionless connectivity grows, Passpoint stands out as an essential tool for modern property technology.



**CONTACT US TODAY!**

[MARKETING@WORLDVUE.COM](mailto:MARKETING@WORLDVUE.COM) | [WORLDVUE.COM](http://WORLDVUE.COM)