Join Orion for Hospitality

Creating Superior Guest Experiences with Smart, Secure Networking

Challenge

In today's hospitality industry, seamless and secure connectivity is not just a value-added service—it's an expectation. Whether guests are traveling for business or leisure, reliable internet access is a cornerstone of their experience. In fact, in a 2024 study,[1] 90% of travelers indicated that reliable & secure WiFi is moderately or very important when selecting a hotel, the number one tech amenity cited.

The expectations of guests and operators alike don't stop there. Both hoteliers and their customers expect that AI solutions will enhance experiences and efficiency in the near future. Both groups also expect to reap the benefits of "smart" systems, enabled by IoT, making everything from lighting, to heating and cooling, to entertainment systems easier and more economical to control.

But these high expectations also present significant challenges, with 54% of hoteliers indicating that they lack of internal technology expertise is a top issue.[2] These technologies also add to security concerns, with 83% of hotels reporting they experienced an IoT-related security breach in the prior three years.[3]

To counter these challenges, hoteliers must prioritize simplified yet powerful solutions that ensure consistent performance, protect sensitive data and systems, and support the staff in providing exceptional experience to their guests overall from check-in to check-out. That's where Join Orion comes in.

Solution Overview

Join Orion for Hospitality provides a **robust, scalable, and secure network architecture** tailored specifically for hospitality environments. It addresses the unique challenges of **high client density, device diversity, and evolving guest expectations**.

Join delivers an innovative network solution for modern hospitality operations, built on Join's secure, segmented, and resilient architecture—the Join Graphite Platform. This platform provides hoteliers with a network solution tailored to their unique environment: secure, SOC 2- and PCI-DSS-compliant connectivity that supports essential services such as guest WiFi, property management systems (PMS), and payment processing. Built-in high availability and resilient performance ensures both guests and staff experience uninterrupted service. Join's autonomous operations reduces the need for on-site IT staff or ongoing technical support. Join Orion for Hospitality is delivered as a fully managed service, encompassing network design, installation, operations, and 24/7 support.

KEY FEATURES & TECHNOLOGIES

- Zero Trust Architecture & Enhanced Security

- AI-Driven Network Optimization & Security

- Cutting-Edge Wireless including WiFi 7

- PCI Compliance with encryption, MFA, network segmentation and access control

Benefits

Lights-out Network Operations

Join Orion provides a lights-out approach to managing the network in your geographically dispersed locations. Join's powerful and flexible cloud-based microservices architecture enables us to fully manage the network remotely following the physical installation of the network at each location. Our AI-supported virtual NOC provides complete troubleshooting and management capabilities so that the network doesn't require any support from your IT staff.
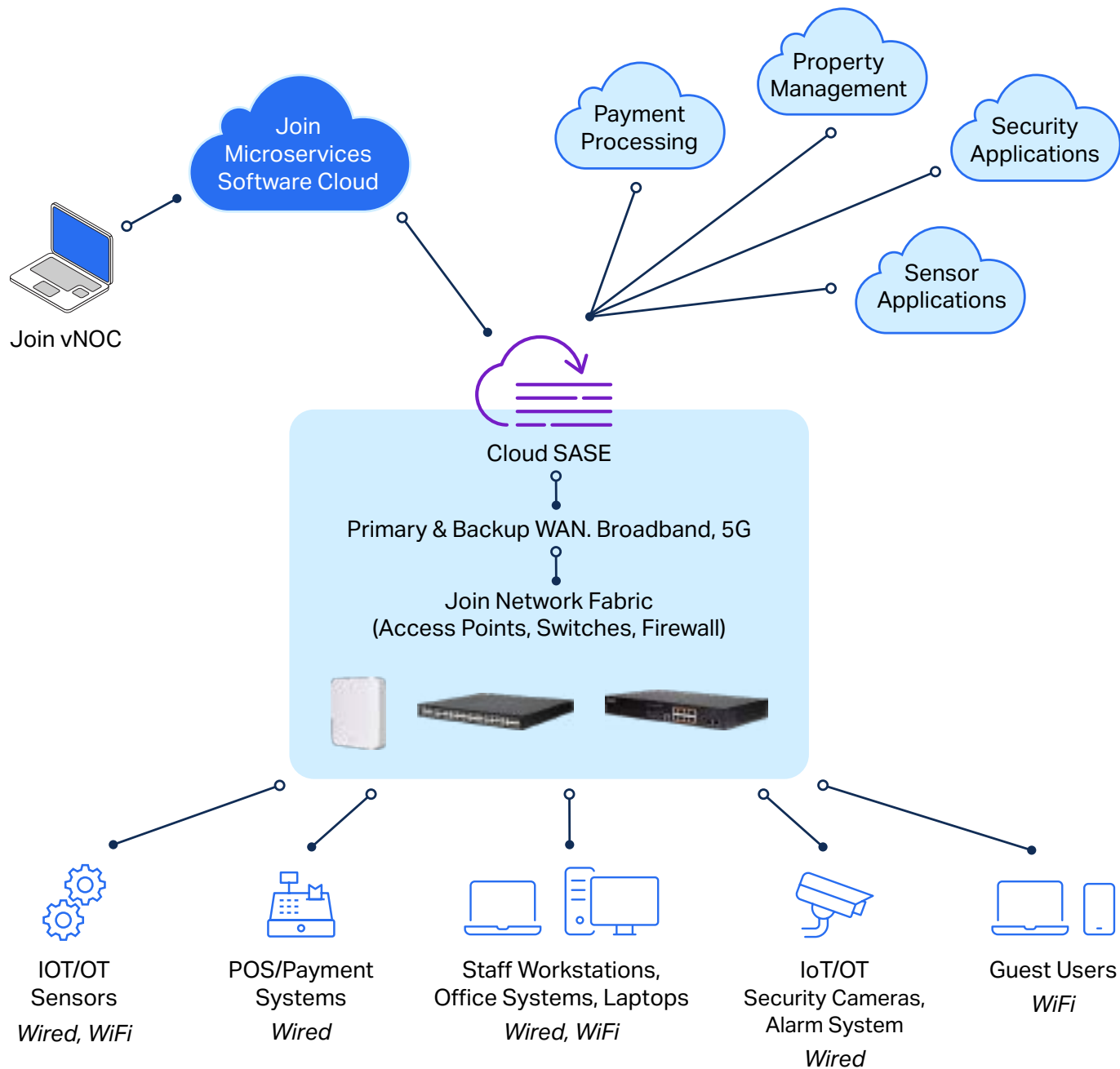
Security, Resilience and Compliance

Join gives hospitality operators the peace of mind they need through secure, modern network architecture, design and deployment. Join Orion for Hospitality starts by creating a uniform security policy framework that is defined centrally, then deployed consistently across all sites. The network fabric is built on a Zero Trust framework and advanced network microsegmentation, creating a secure foundation that protects both guest and operational systems. We implement strict VLAN isolation to separate guest traffic from staff, IoT devices, and critical hotel services, ensuring maximum security and performance. Wired connections are deployed where needed to support PCI compliance and enhance reliability for essential services like payment systems and property management. Join also offers both on-premise and cloud-based security options, including the JoinGuard firewall or integration with trusted platforms like Palo Alto Networks, Cato Networks, and others—delivering layered, enterprise-grade protection tailored to the hospitality environment.

A Cost-Optimized Solution

Because Join Orion for Hospitality is deployed as a Service, there are no upfront CapEx requirements; the network is delivered as a complete OpEx solution including hardware, software, network operations and support. Our robust software, right-sized hardware, and efficient operating model allows us to deliver a solution that is up to 40% less expensive than traditional network solutions, ideal for margin-consicous hospitality operators.

How It Works

In a typical hospitality environment, Join deploys 5 network segments, with each segment logically isolated through VLANs. Access is controlled via firewalls and authentication. This flexible deployment structure provides hoteliers the performance, reliability and security they need at each and every property.

Join vNOC

Join Microservices Software Cloud

Payment Processing

Property Management

Security Applications

Sensor Applications

Cloud SASE

Primary & Backup WAN. Broadband, 5G

Join Network Fabric
(Access Points, Switches, Firewall)

IOT/OT Sensors
Wired, WiFi

POS/Payment Systems
Wired

Staff Workstations, Office Systems, Laptops
Wired, WiFi

IoT/OT Security Cameras, Alarm System
Wired

Guest Users
WiFi

Join SD-WAN

In addition to Join's robust network platform, the Join SD-WAN provides hoteliers the additional benefits of fully integrated SD-WAN functionality:

- **Intelligent Traffic Routing:** Real-time path selection based on performance and policies.
- **Multi-Transport Support and High Availability:** Seamless connectivity over broadband, LTE, and 5G provides automated failover and redundancy for business continuity.
- **Traffic Prioritization for VoIP & Media (for Conference facilities:** Advanced QoS and deep packet inspection to prioritize real-time traffic, ensuring minimal latency, jitter, and packet loss for optimal voice and video quality.

Why Join Orion?

The Join Orion NaaS solution provides hoteliers the capabilities they need to support their business goals: high-availability connectivity for their guests, and a smart, connected physical infrastructure :

- ✓ **Lights-out network operations**, meaning each property can be confident in its network without expensive staffing commitments.
- ✓ **Superior IoT connectivity capabilities**, so that you can be sure that every endpoint can securely connect.
- ✓ **Security, resilience and compliance** to ensure your business operations are protected.
- ✓ **Cost optimization**, so you can preserve margins while delivering a state-of-the-art experience for guests and staff.

![Join logo] Visit **joindigital.com** or call **415-366-5638**
for more information or to request a demo.

1. 2024 Customer Engagement Technology Study, Hospitality Technology, 2024.

2. 2024 Lodging Technology Study, Hospitality Technology, 2024.

3. IoT Security: Best Practices of Top Performing Hotels and Resorts, Starfleet Research & Palo Alto Networks, 2024.