



STRATEGIC VENUE PARTNERS

Transforming Wireless Connectivity



Hospitality Infrastructure as a Service

Strategic Venue Partners (SVP) is a wireless infrastructure development and management firm that offers a holistic suite of connectivity solutions as a managed service. SVP's leadership team has decades of in-building wireless infrastructure experience and expertise. SVP is equipped to design, deploy and manage bespoke wireless systems for distributed antenna systems (DAS), Wi-Fi, fiber and Public Safety Systems (PS), internet protocol television (IPTV) and citizens broadband radio service (CBRS) OnGo® private LTE that are purpose-built for your facility's requirements. With SVP as a partner, you can focus on your core business and leave your connectivity needs to us.

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Hospitality venues require cutting-edge wireless infrastructure in order to provide best-in-class guest experiences to business and leisure travelers demanding services that support their mobile, digitally enabled lifestyles. The continued proliferation of 5G, mobile and Internet of Things (IoT) devices are changing the way we live our daily lives and conduct business, and today's tech-savvy hotel guests require the same accommodations and wireless amenities when they're away from home and the office.

SVP assists hospitality venues to:

1. Personalize guest experiences through enabling technology that allows staff to customize pre-check in experience and additional post-check out offerings.
2. Expand added offerings that allow guests to check in and access rooms, request services, utilize IoT connected devices, personalize IPTV preferences and interact with hotel staff using their own devices whether they're on or off the property.
3. Foster modern connectivity for all users with confidence in a network that is stable, scalable and secure all while following hotel brand standards.
4. Enhance operational productivity by allowing management, operations and maintenance personnel to track and fulfill guest requests using cutting edge technology and up-to-the-minute data. Unified back-end communication capabilities further enhance efficiency gains across key safety, tracking and monitoring functions.
5. Convert a substantial capital expenditure with undetermined future costs to a highly visible, fixed operating expense that can become a profit center while also de-risking future technology upgrades with a long-term turnkey solution.

SVP Solutions for Hospitality

SVP has pioneered the way in-building connectivity is implemented. We work with hospitality venues of all sizes from the ground up to customize solutions, or we can retrofit existing infrastructure to meet modern demands. Working in close collaboration with hospitality IT staff and C-suite professionals, SVP's experienced team can solve complex network challenges to provide reliable wireless connectivity.

The demand for wireless service in hotels is outpacing available bandwidth within the industry as guests require much more than simple voice and data connectivity. SVP's in-building wireless solutions can provide you with modern, robust connectivity solutions required to compete in today's wireless world where guests have multiple wireless devices and substantial streaming and video conferencing requirements, to name a few. SVP takes care of all wireless connectivity needs for hospitality venues, so they can focus on delivering a memorable guest experience and maximizing their bottom line.

The expansion of 5G and IoT adoption continues to transform the hospitality paradigm. 5G enables massive data transfer and true machine-to-machine communication for employees and guests within the venues. The faster and greater bandwidth that comes with 5G allows for the integration of location-based services and artificial intelligence with experiential applications and in-room automation. Reliable in-building wireless is as essential as any other utility to provide the top-notch experiences today's guests demand.

As smart hotels become the norm within the hospitality industry, hoteliers will need to keep pace. SVP's turnkey solution ensures you have the best connectivity now and into the future, all of which maximizes guest experiences and operational efficiencies that positively affect the bottom line.



SVP Services

Managed Services

SVP offers 20-year turnkey lifecycle management complete with design, development, implementation, upgrades, monitoring and ongoing maintenance and management. Throughout the agreement, we work with hospitality venues to ensure that the systems are state-of-the-art throughout the length of our contracts, which allows leaders to future-proof their buildings by planning for the needs of tomorrow now, at no additional cost. SVP assumes all responsibility and risk for the technology and connectivity aspects of buildings, allowing its customers to focus on their core business and for the proper use and allocation of their core capital and personnel.

Comprehensive Wireless Solutions

SVP transforms wireless connectivity through partnering directly with venues to develop, install, own and operate customized in-building wireless systems, like DAS, Wi-Fi, fiber and Public Safety Systems, IPTV and CBRS OnGo® private LTE. Each element of SVP's wireless infrastructure is designed to meet the specific needs of the hospitality industry. SVP leverages the vast experience of its leaders to deliver best-in-class services in communications technology, risk management and dynamic financial structuring to deliver solutions that fit customers' unique needs and requirements now and into the future.

Future-Proofed Technology

While 5G delivers the fastest and most reliable connection today, solutions that promise even greater performance will eventually take hold. SVP removes the burden of anticipating the next wave of technology upgrades from venue owners. Throughout the term of our 20-year lifecycle management partnership, SVP assumes full responsibility for keeping your business at the forefront of the technology curve through monitoring advancements and updating in-building infrastructure. Our approach essentially future-proofs your venue and allows for maximum connectivity and performance throughout the term of our partnership.

SVP Benefits

In addition to our best-in-class services, you also get unmatched customer service. Here's what you can expect when you partner with us:

- ✔ Trusted business partner providing an overall technology solution, including design, integration, management, and capital investment for the installation and upgrades of mission-critical wireless infrastructure.
- ✔ SVP's technology solution applies to DAS, CBRS (OnGo®) private LTE, Wi-Fi, Public Safety Systems, IPTV & fiber.
- ✔ Future-proofed technology with our built-in system upgrades.
- ✔ Enable world-class connectivity and system installation while minimizing contingency or delay.
- ✔ Relationship management and coordination with all key stakeholders – the hospitality venue, wireless carriers, OEMs, integrators and technical service providers.
- ✔ Receive up to 90% of the financial upside in the event of wireless carrier capital contributions and rents at their location.
- ✔ Deploy valuable financial and human capital into essential parts of the business by converting a high-priced capital expenditure with uncertain future costs to a stable and visible operating expense.



About SVP

Strategic Venue Partners (SVP) is the leading provider of in-building wireless connectivity-as-a-service. SVP is transforming wireless connectivity by partnering directly with venues to develop, install, own and operate customized in-building wireless systems, like distributed antenna systems, wireless local area networks, public safety and fiber assets, internet protocol television and citizens broadband radio service CBRS/OnGo® private LTE. SVP's unique long-term approach to developing critical infrastructure removes the connectivity burden from enterprise businesses through meeting existing needs while also planning for future infrastructure changes and developments. Learn more about how SVP is transforming wireless connectivity at www.strategicvenue.com.