

Hospitality  
Sector

barpa





In a dynamic **Hospitality Sector**, connectivity and efficiency stand as essential pillars for delivering a unique and distinctive guest experience. In an increasingly competitive market, the quality of the digital infrastructure becomes just as critical as the physical comfort of the spaces.

# Hospitality Sector



# Connectivity and Efficiency

## Elevating the Guest Experience

Today, consumer behavior reveals a profound transformation:

95% of guests say that Wi-Fi quality directly influences their booking decisions.

(Hotel Technology Report, 2023)

This statistic shows that for the modern traveler, a stable and high-speed connection is no longer a luxury. It has become a basic requirement.

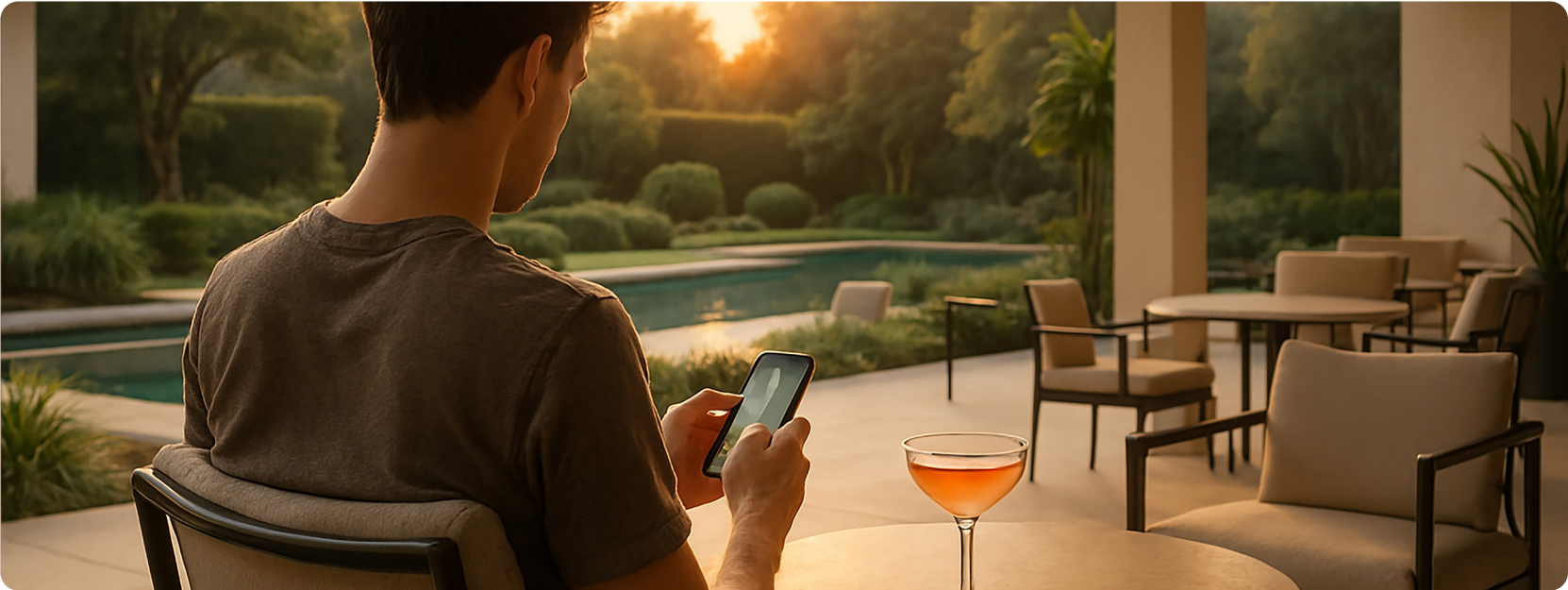
Moreover, the digital landscape in the hospitality sector has undergone radical changes. In the last 5 years, data traffic has increased by 400% driven by streaming, the rise of remote work, and the expansion of Internet of Things (IoT) solutions (Cisco, 2023). This significant growth brings major challenges but also opens up a wide range of opportunities for hotels to reinvent themselves and enhance their services.

In light of this new reality, 85% of hospitality businesses plan to invest in next-generation networks including the rollout of Wi-Fi 6E and IoT solutions - by 2025 (Deloitte, 2023). These investments not only enhance the guest experience but also optimize operational processes, strengthening the sector's competitiveness.

# Technology Trends and Statistics in Hospitality



Hotels with smart automation can reduce energy consumption by up to 30%.



# The Importance of High-Performance Network Infrastructure

With the increasing digitalization of the hospitality sector, connectivity infrastructures play a critical role in operational success and the guest experience.



## High-performance Wi-Fi

24/7 connectivity for all guests, ensuring full coverage and high speeds.



## Secure and segmented networks

Separation of networks for guests, staff, and IoT devices, ensuring safety and performance.



## IoT-ready infrastructure

Smart sensors for automated climate control, lighting, and security.



## Scalability and flexibility

Infrastructure designed for future expansion and integration of new technologies.

# Why choose barpa for the Hospitality Sector?

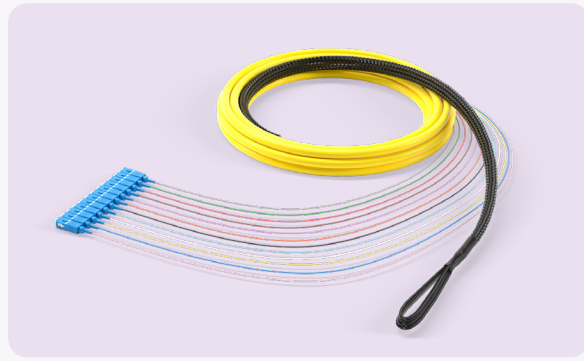
**barpa** offers a **complete connectivity infrastructure ecosystem** for the hospitality sector, ensuring **high performance, security, and energy efficiency**. Our solutions are tailored to meet the needs of hotels, resorts, and hostels, providing uninterrupted connectivity and future-ready scalable networks.



## barpa GPON Solution

barpa's GPON system enables an advanced fiber-based solution that supports high-speed data transmission with low latency and high reliability. It's ideal for the heavy data traffic of hospitality environments, easily integrating management systems, IoT devices, and PoE.

Additionally, it benefits from pre-assembled components, which simplify installation and significantly reduce implementation time and operating costs (CAPEX & OPEX), preparing networks for future digital demands.



### Pre-Assembled Fiber Optic and Copper Solutions

To increase installation efficiency, barpa offers pre-assembled fiber optic and copper solutions, ensuring speed and accuracy in the implementation of IT infrastructure in hotels and hospitality environments.

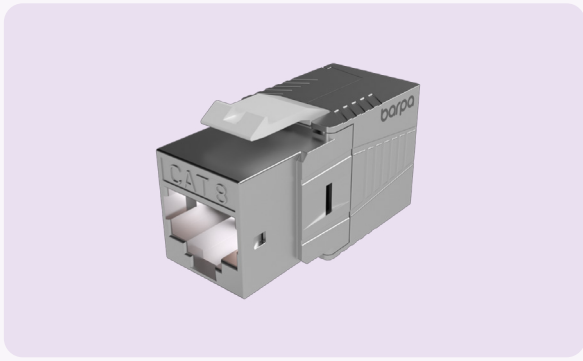
- ✓ **Reduced installation time.**  
With pre-terminated cables, pre-assembled panels, and enclosures, installation is up to 60% faster, minimizing errors and lowering construction costs (CAPEX), while also simplifying long-term maintenance (OPEX).
- ✓ **Improved installation quality.**  
Strict quality assurance during manufacturing eliminates field issues, ensuring a robust and reliable network capable of handling high data traffic demands.



### Rack Solutions for Data Centers and Technical Rooms

barpa offers high-quality rack systems, ideal for data centers, technical rooms, and dedicated spaces for hotel network management.

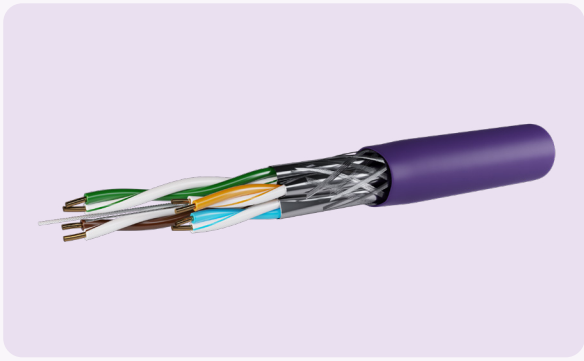
- ✓ **Adaptable to various spaces.**  
Available in multiple formats from floor-standing to wall-mounted racks in a variety of dimensions, enabling customization to meet the specific needs and scale of each project.
- ✓ **Optimized thermal management.**  
Efficient airflow reduces the risk of equipment overheating, ensuring consistent performance. barpa also offers a range of accessories designed to support this goal.
- ✓ **Custom-built solutions.**  
Tailor-made designs can be developed and manufactured to meet the unique requirements of each hotel.



### Ease of Installation and Maintenance Reduced CAPEX and OPEX

barpa invests in innovation to make cabling installation fast and efficient, helping to reduce operational costs.

- ✓ **Screwless Fiber Optic Adapters.**  
Snap-in adapters simplify the assembly process and reduce the risk of installation errors.
- ✓ **Toolless RJ45 Modules.** Enable fast installation without the need for additional tools.
- ✓ **RJ45 Patch Panels with Integrated Cable Ties and Removable Back Plate.**  
Enhance organization and streamline the installation process.
- ✓ **Flexibility to redo connections.**  
Allows for error correction without material waste, boosting overall efficiency.

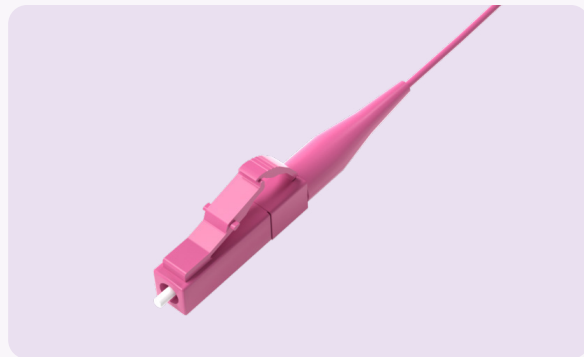


### Copper Cabling Solutions for Distribution and Backbone

Ideal for supporting high-bandwidth applications, barpa's copper cabling solutions (Cat6A and above) are perfect for hotels that rely on integrated management systems, security, and digital entertainment.

- ✓ **Quality Certification –** Independently tested by Force Technology, these solutions deliver bandwidth beyond minimum specification, ensuring network stability even in high-traffic environments.
- ✓ **Shielding Options –** A variety of shielding types (U/FTP, S/FTP) help reduce electromagnetic interference, which is critical in environments with numerous connected devices.
- ✓ **PoE Support –** Fully compatible with IEEE 802.3bt (PoE++) Type 4, providing safe power delivery for critical equipment such as video surveillance systems, IoT devices, and high-density Wi-Fi access points.





### OM4 and OS2 Fiber Optic Solutions for Vertical Distribution

With performance optimized for hotel backbones and inter-building connectivity, barpa's OM4 and OS2 solutions ensure high-speed data transmission with low latency.

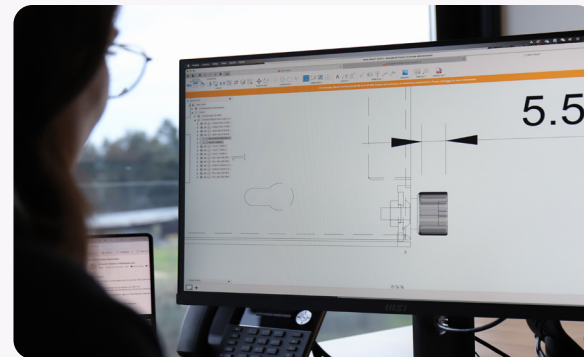
- ✓ Versatility – Suitable for horizontal and vertical distribution (backbone), as well as inter-building links, supporting 10G, 40G, and 100G networks.
- ✓ High Performance – Ideal for applications requiring the transmission of large volumes of data, essential for integrated management systems and entertainment platforms.
- ✓ Interference Immunity – Strong resistance to electromagnetic interference (EMI) and low signal attenuation ensure reliable coverage, even across large areas.



### Energy Efficiency and Sustainability CPR Cca and B2ca Cables

Choosing barpa's CPR Cca and B2ca-rated cables, designed with Low Smoke Zero Halogen (LSZH) properties, is essential for ensuring both safety and energy efficiency in hotel infrastructure.

- ✓ Enhanced Safety – Low flame propagation protects guests and staff, while reduced emission of toxic gases minimizes health risks in the event of a fire.



### Custom Solution Development

barpa's Research & Development (R&D) team is ready to listen to the specific needs of hotel infrastructure and design a tailor-made solution, ensuring perfect project alignment and seamless production.

With these solutions, **barpa reaffirms its commitment to innovation and excellence**, providing hotels with a robust, efficient, and future-ready technological infrastructure tailored to the demands of an increasingly digital and competitive market.

## Benefits of choosing barpa

**barpa offers a complete ecosystem of structured cabling solutions**, ensuring reliable connectivity, maximum security, and energy efficiency for the hospitality sector.

### Certified and Future-Ready Solutions

### Secure, efficient, and sustainable networks

### Faster installation and reduced operational costs

### Specialized technical support for hospitality projects

Ready to move forward?

Schedule a meeting with our sales team.

With barpa, infrastructures are ready to face the challenges of the future—ensuring uninterrupted connectivity and total security for an outstanding guest experience.

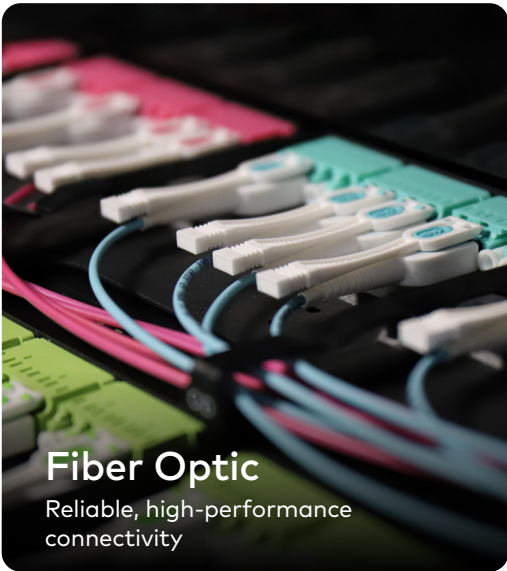
✉ [info@barpa.eu](mailto:info@barpa.eu)

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**barpa** is a company specialized in highperformance connectivity infrastructures, delivering **fiber optic and structured cabling solutions across multiple sectors, including healthcare, hospitality, industry, commercial buildings, data centers, smart buildings, and more.** With a strong commitment to proximity, quality, and innovation, barpa provides resilient and secure infrastructures that ensure uninterrupted connectivity for a wide range of applications.

Our purpose is clear:  
**Unite humanity through telecommunications across generations** and to become one of the most influential companies in the sector globally.

As a brand of the Argon Group, active in the market since 2001, we demonstrate sustainable growth, backed by multiple certifications and awards in management, environmental, and financial areas.



## What Sets Us Apart

At **barpa**, we believe that the combination of experience, innovation, and closeness to our clients is what makes us a trusted partner for structured cabling infrastructure. Our commitment to quality, customization, and sustainability is reflected in everything we do, delivering high-performance solutions for the most demanding sectors.

### MARKET REPUTATION

barpa has earned a strong and trustworthy market position, recognized for its quality, reliability, and commitment to clients. Our industry experience allows us to deliver solutions that meet and exceed market expectations.

### CLIENT PROXIMITY

We value partnership relationships and continuous support. Our team is always available to understand challenges, propose tailored solutions, and provide the best support before, during, and after each project.

### TECHNICAL EXPERTISE AND CUSTOMIZATION

We have a highly specialized team and flexible processes that allow us to develop and produce solutions tailored to each client's needs. We don't just deliver products; we provide solutions adapted to each infrastructure.

### R&D AND INNOVATION FOCUS

Our Research and Development (R&D) team constantly works on creating next-generation technology solutions, ensuring our products meet the demands of an ever-evolving market.

### SUSTAINABILITY AND EFFICIENCY

We are committed to ecological and efficient solutions, reducing waste and optimizing resource use. This is proven by our ESG Committee and internal Turn Green initiatives.

### MOTIVATED AND PROACTIVE TEAMS

barpa's success is driven by our highly motivated teams, focused on excellence and client proximity. We value a culture of proactivity and continuous improvement in pursuit of our mission.





# Support and Partnerships

## Production



At barpa, we believe that production with quality and cost efficiency are key to success.

That's why we guarantee excellence standards in all our solutions, from the development phase through to final production.

We rely on a global production network, through strategic partnerships in several parts of the world, ensuring the best technology, efficiency, and scalability to meet sector demands.

All production is rigorously controlled by our team, ensuring certified quality, compliance with international standards, and total product reliability.

With this approach, we develop innovative, competitive, and adaptable solutions aligned with the highest technical and safety requirements.

## Logistics



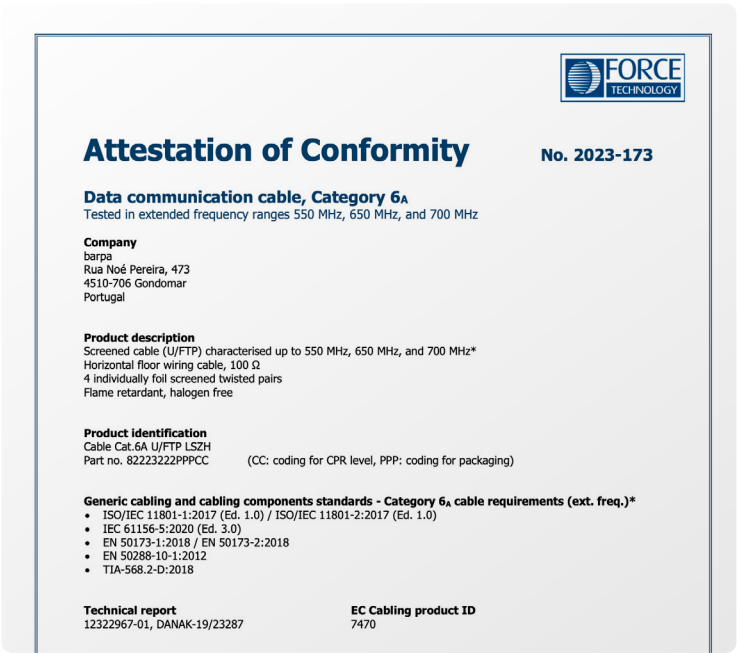
At barpa, we know that logistics efficiency is essential to ensure that infrastructures have access to the best connectivity solutions without delay.

Our distribution center in Portugal allows us to manage orders efficiently and ensure rapid deliveries worldwide. Our team closely follows the entire logistics process, from dispatch to final delivery, ensuring transparency, predictability, and continuous support.

We work with strategic logistics partners to deliver flexible solutions tailored to client needs.

With barpa, you can count on fast order management, continuous tracking, and dedicated support—ensuring your projects never stall due to material shortages.

## Quality



At barpa, quality is the foundation of everything we do.

From development to production and delivery, we ensure each solution meets the highest technical and reliability standards.

Each product undergoes rigorous quality control processes, ensuring performance, durability, and compliance with international standards.

Our client-centric focus allows us to deliver customized solutions that build confidence and satisfaction in every project.

With barpa, our clients know they can rely on certified, reliable solutions ready to meet infrastructure challenges.

Our commitment to excellence is reflected in customer satisfaction, with an NPS (Net Promoter Score) rating of 9.4.

## 25-Year Warranty Program



OFFICIAL INTEGRATOR

At barpa, we believe in the quality, reliability, and durability of our structured cabling solutions. That's why we offer an exclusive 25-Year Warranty Program for certified barpa integrators, ensuring maximum security and performance of installed infrastructures.

- By joining the program, integrators gain access to:
- ✓ Full 25-year coverage on the performance and certified solution components.
  - ✓ Compliance assurance with international standards and guaranteed performance for future applications.
  - ✓ Specialized technical support for project implementation and infrastructure certification.
  - ✓ Market differentiation, offering end clients a validated and long-lasting installation.

barpa works in partnership with integrators to ensure each project is delivered with certified quality, providing reliability and added value for clients in the most demanding sectors.

Want to become a Certified barpa Integrator and offer 25 years of warranty on your installations?

Get in touch with us and discover all the advantages of the program!



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