



RUCKUS ONE
HOSPITALITY EDITION



DRIVE BRAND LOYALTY THROUGH OUTSTANDING GUEST EXPERIENCE

Guest experience is the most critical metric in the hospitality industry and a high performing Wi-Fi service can lay a solid foundation for exceptional experiences and improved brand loyalty. That's the reason so many hospitality properties turn to RUCKUS® for technologies that deliver exceptional guest connectivity experiences. But guest Wi-Fi is just the beginning.

RUCKUS delivers purpose-driven networks, with RUCKUS One Hospitality Edition being an AI-driven platform specifically designed to provide network management and assurance for the hospitality industry.

MEET THE NEEDS OF HOSPITALITY INDUSTRY SPECIFIC STAKEHOLDERS

Hotel Brands

RUCKUS One Hospitality Edition enables hotel brands to deliver consistent, high-quality connectivity experiences across all properties by providing centralized cloud-based management and advanced analytics. The Brand 360 dashboard helps maintain and enforce brand standards, ensures scalability, and offers the actionable AI-driven insights necessary to optimize operations and guest experiences, while supporting brand-wide initiatives for personalization and technology integration.

Property Owners / Ownership Groups

For property owners and ownership groups, RUCKUS One Hospitality Edition maximizes ROI by reducing operational costs and improving network reliability. The platform enhances guest satisfaction through seamless, high-performance connectivity and easy onboarding, which directly impacts overall revenue. Its flexible architecture ensures easy integration with existing infrastructure, supporting both long-term value and immediate return on investment.

LAN Service Providers (LSPs) / Integrators / Service Providers

LAN service providers benefit from RUCKUS One Hospitality Edition's simplified deployment and management capabilities. The cloud-based solution enables faster rollouts with automated configuration templates, streamlined network management, and troubleshooting across multiple sites, minimizing downtime and reducing operational complexity. The system's open APIs also allow easy integration with third-party systems, enabling LSPs to provide more customized solutions to their hospitality clients.

Property IT Managers

IT managers can leverage RUCKUS One Hospitality Edition's robust, intuitive interface for real-time network monitoring, device management, and troubleshooting. Role Based Access Control simplifies the deployment of access policies and reduces the burden on in-house teams. Features like AI-driven network health monitoring and analytics enhance overall operational efficiency and performance.

Guests

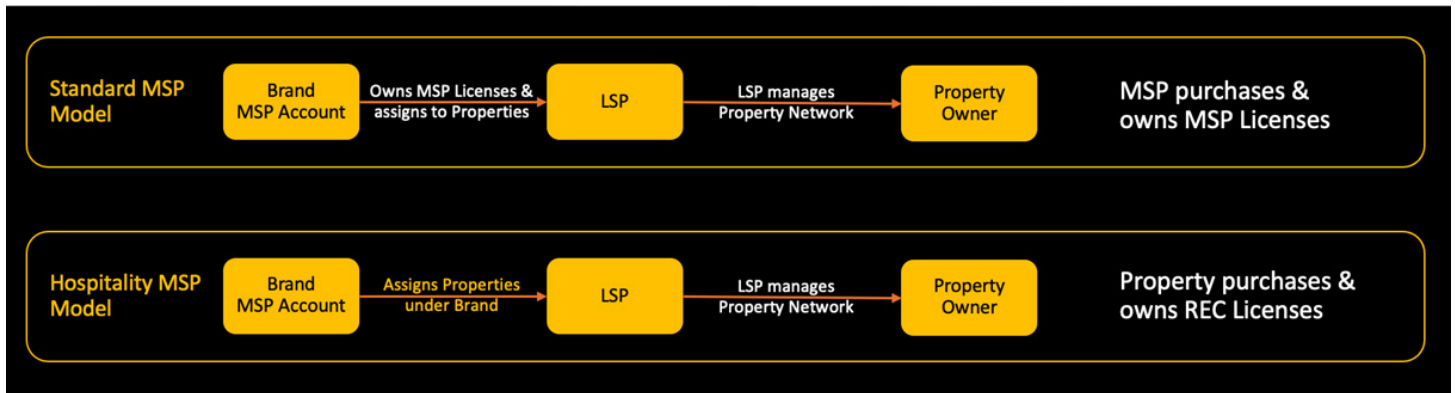
For guests, RUCKUS One Hospitality Edition features like DPSK3 ensure effortless, secure access to Wi-Fi and a seamless, high-speed internet experience throughout the entire property. Whether streaming, gaming, or working, guests benefit from uninterrupted connectivity and enhanced security features, contributing to an enjoyable and frustration-free stay.

FEATURES AND CAPABILITIES

RUCKUS One Hospitality Edition delivers the following purpose-built features that are specific to the industry:

License Management

RUCKUS One Hospitality Edition delivers a license management solution that is unique to the hospitality industry, where licenses are purchased and owned by the hotel property.



RUCKUS One HE, License Management Workflow

Compliance management of brand defined standards

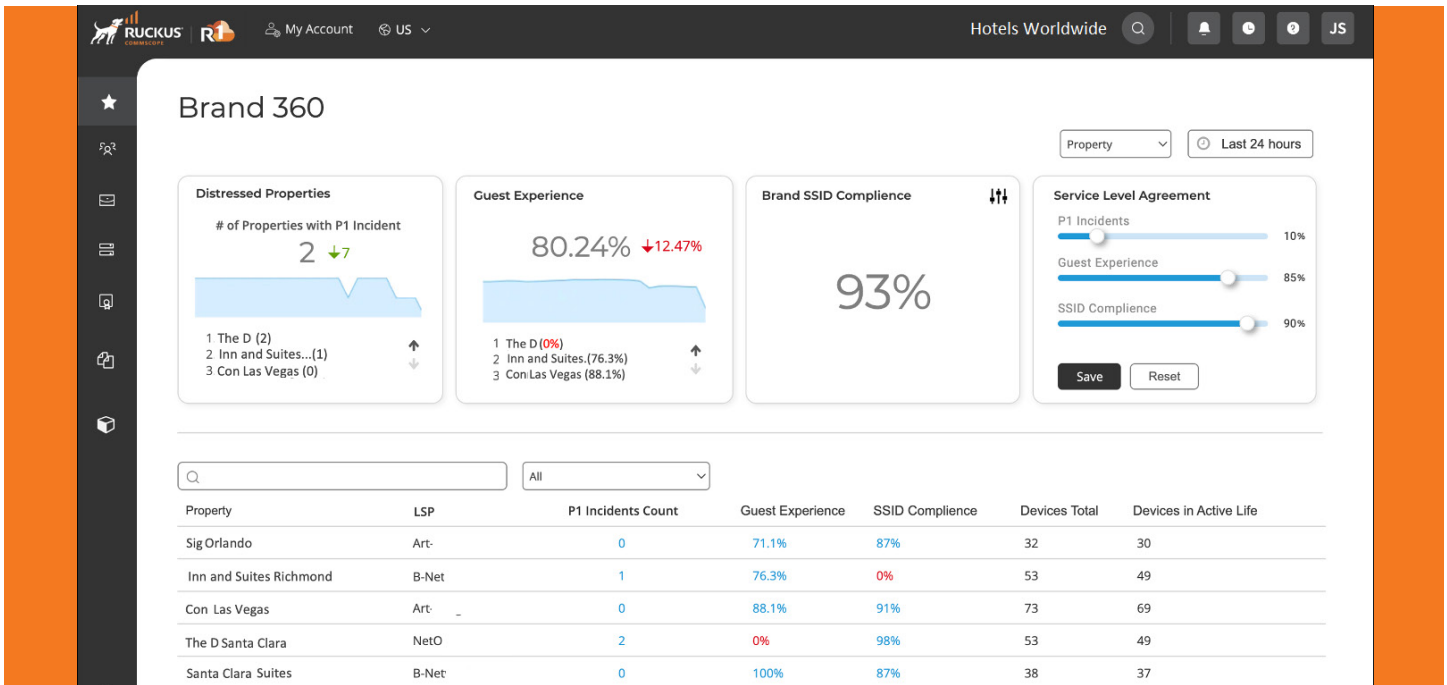
Brand 360 delivers a Brand report card that is based on the following three elements:

- Compliance with brand standards – How is my brand/sub-brand doing?
- Property network – How is the network at a specific property? How are networks at properties managed by a given LSP?
- Guest Experience – How is the overall guest experience at a given property / at all properties managed by an LSP?

The Brand 360 dashboard provides a centralized monitoring window specifically designed for the Brand to track aggregated network data from LSP partners. It allows the brand to evaluate partner performance against key metrics and customizable service-level agreements (SLAs).

The dashboard displays key details such as:

- Incidents: Displays the total number of high-severity incidents that have occurred in the network across all the LSPs/Integrators.
- Guest Experience Score: Characterizes the quality of the network experience across all LSPs/Integrators. The score uses RUCKUS' proprietary algorithms to weigh a combination of metrics, such as connection and ongoing usage experience, across all guests at the property.
- Brand SSID Compliance: Displays the percentage of the network properties that conform to the compliance rules set by the Brand.



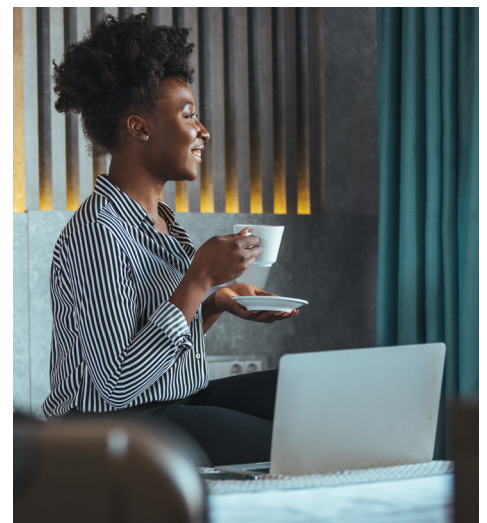
Brand 360 Dashboard

Configuration templates automate compliant deployments

The templates are pre-packaged for network configuration and can be proactively assigned to a specific property, all properties under a sub-brand, all properties managed by a particular LSP, or any combination of these options.

There are several benefits to this:

- Better customer experience due to reduced disruptions caused by human errors from manual or ad-hoc configurations.
- Increased brand compliance.
- Increased operational scalability (accurate operation at scale).
- Reduction in property IT time and resource utilization/wastage.





Role Based Access Controls

Role-based access controls allow brand owners, property owners, LSPs, and installers to define who has permission to edit, view, or implement various operations, improving security and accountability.

Identity-based differentiated experiences

The security first approach enables zero trust by tying security policies to identities and identity groups. Identities are end users and devices.

An identity group is a collection of identities. By tying policies to identities and identity groups, the Brand can enforce granular access rules and prevent unauthorized access.

Since policies are attached to identities, they are enforced no matter where the end user/device is connected to the network.

Identities can also be tied to an external Property Management System to ensure uniform policy enforcement and reward/benefit determinations. For example:

- All staff can be part of an employee identity group and be tied to a policy that allows them to access corporate resources on a certain VLAN.
- Temp workers can be tied to another identity group where access is limited. RUCKUS One also allows dynamic policies that can be tied to time-based access.
- Depending on their loyalty level as per the PMS, a guest could be offered certain rewards/benefits without any extra charge, example — premium Wi-Fi connectivity for GOLD or higher-level guests.

To start your RUCKUS One Hospitality Edition free trial, please contact sales at <https://www.ruckusnetworks.com/support/contact-us/contact-us-sales/>. During the trial period, you can request up to 10 subscriptions, and you'll have access to all features.



www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

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