



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 that context, RUCKUS One Hospitality Edition (RUCKUS One HE) is the AI-driven converged network management and assurance platform that is “tailored” to the hospitality industry.

MEET THE NEEDS OF THE HOSPITALITY INDUSTRY SPECIFIC STAKEHOLDERS

When we say tailored, we really mean it. RUCKUS One HE is tailored to the needs of various stakeholders that are specific to the industry:

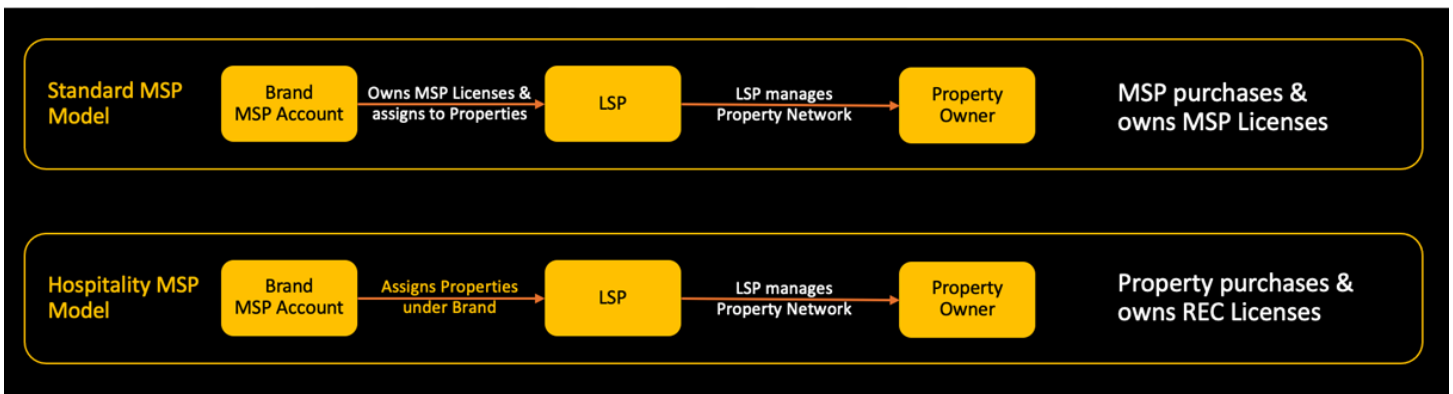
- Brand owners
- Property owners / Ownership Groups
- LAN Service Providers (LSPs)/Integrators/Service Providers managing networks at properties
- IT Managers at properties
- Guests

FEATURES AND CAPABILITIES

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

License Management:

License ownership and on-going license management includes ownership and on-going management of licenses as it relates to the industry. Licenses are purchased and owned by the property / ownership groups. Licenses are handled accordingly when property /ownership group change brand and/or LSP/Integrators



RUCKUS One HE, License Management Workflow

Compliance management of brand defined standards

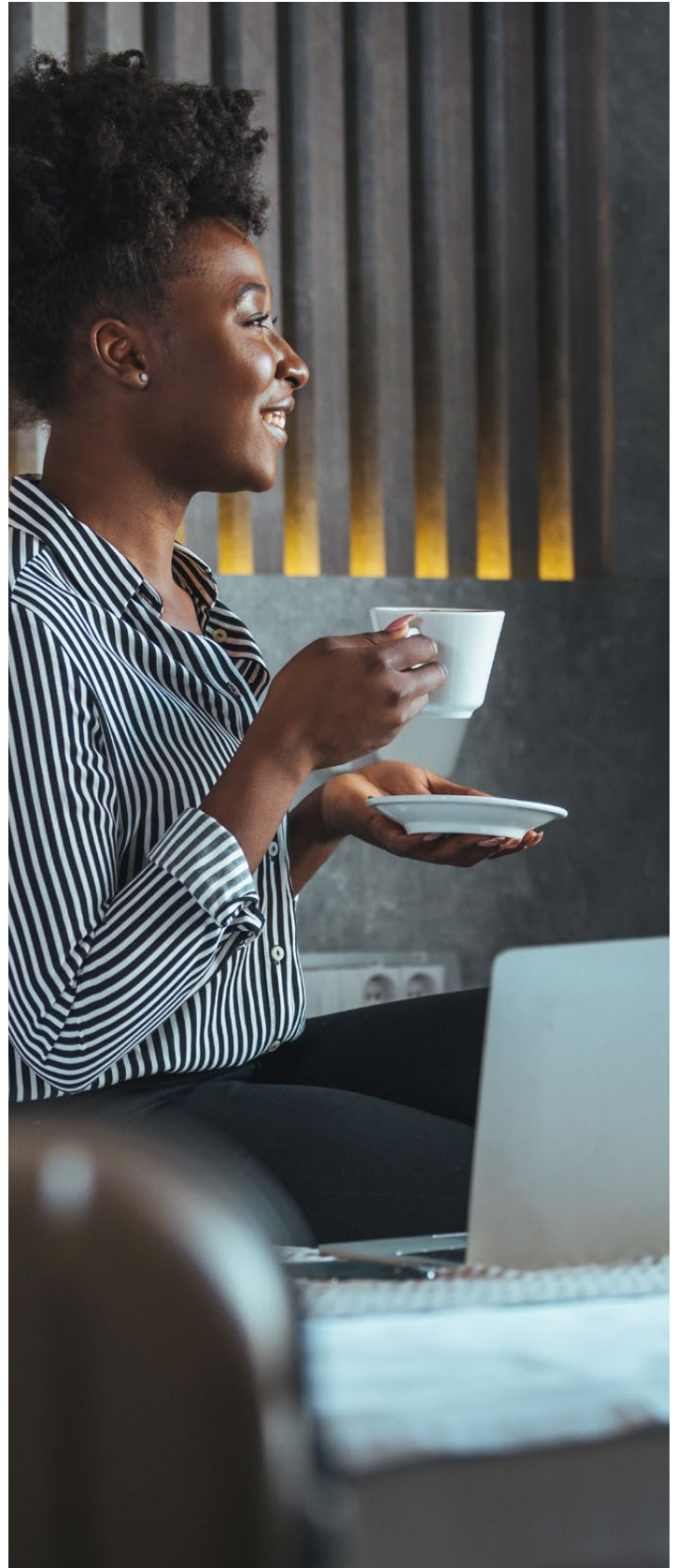
Brand 360 is a suite of features that delivers a 360 degrees brand report card. This brand report card stands tall on these three pillars:

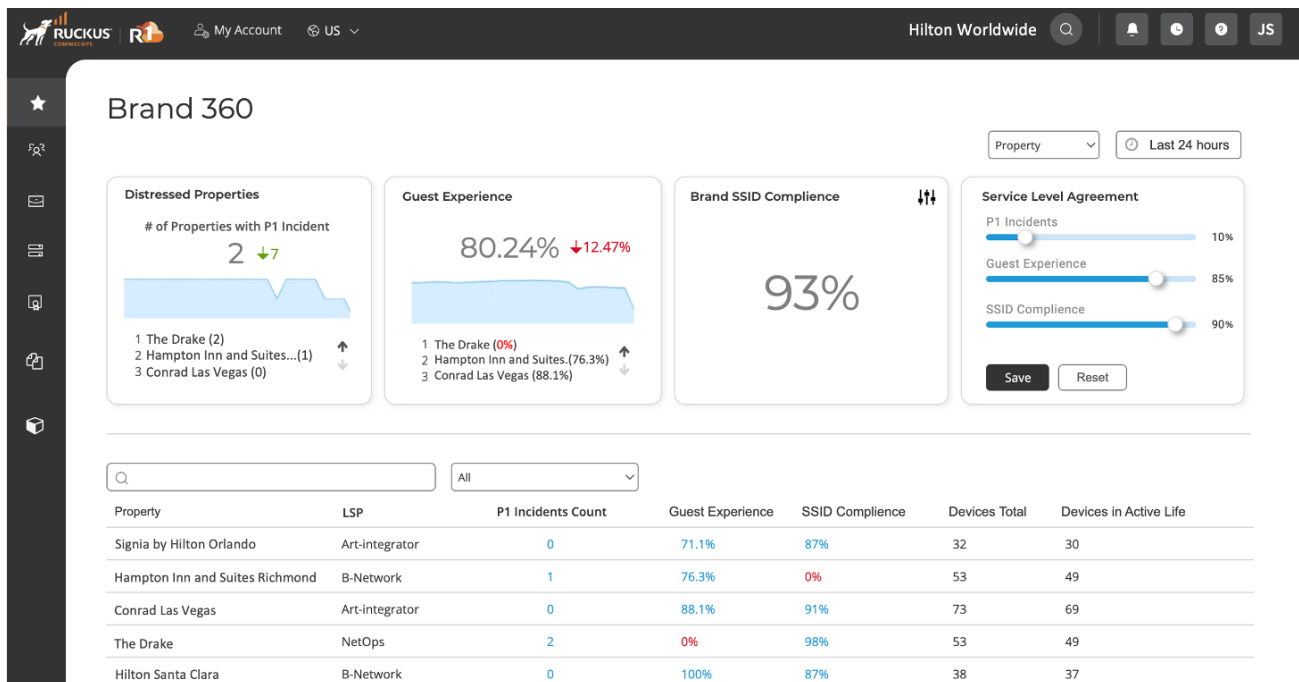
- Compliance with brand standards- How is my brand/sub-brand doing?
- Property network – How is the network at a property X? How are network at properties managed by a given LSP?
- Guest Experience – How is the overall guest experience at a given property / at all properties managed by an LSP?

The Brand 360 dashboard provides an overview of the associated LSP/Integrators and summarizes the data of the operations management and service quality of the property managed by the LSPs/Integrators. The dashboard features a centralized monitoring window exclusively for the brand to track the aggregate network data of the partners and assess their performance against some key metrics and compliance with customizable service-level agreements (SLAs).

The dashboard displays the following tiles:

- Incidents: Displays the total number of high-severity incidents that have occurred in the network across all the LSPs/Integrators.
- Guest Experience: Displays the guest experience score across all LSPs/Integrators. The guest experience score characterizes the experience while connecting to the network and throughout its lifetime for business and leisure guests alike.
- 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

Configuration templates capture Brand network requirements and enable their uniform application across properties. They are pre-packaged templates for network configuration that can be proactively assigned to a given property or all properties under a given sub-brand or all properties managed by a given LSP or a mix and match thereof

There are several benefits to this:

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

Role Based Access Controls

Role based access controls enable brand owners, property owners, LSPs, and installers to determine who has edit/view/implementation access for creating, updating, implementing various operations.

This ensures:

- Improved security
- Improved accountability

Identity-based differentiated experiences

With security first approach, we are enabling zero trust by tying security policies to identities/identity groups. Identities are end users and devices.

An identity group is a collection of identities. By tying policies to identities/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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