



# 5 REASONS TO PARTNER WITH RUCKUS FOR HOSPITALITY

RUCKUS® Networks has always been dedicated to serving the hospitality industry, addressing their requirements for seamless connectivity, internet of things (IoT) integration, robust security, and effective loss prevention. Our primary objective has consistently been to provide hotels with a hassle-free connectivity platform that enhances guest experiences. We strive to deliver superior speeds, capacity, and throughput with minimal interference.

1

## Reputation

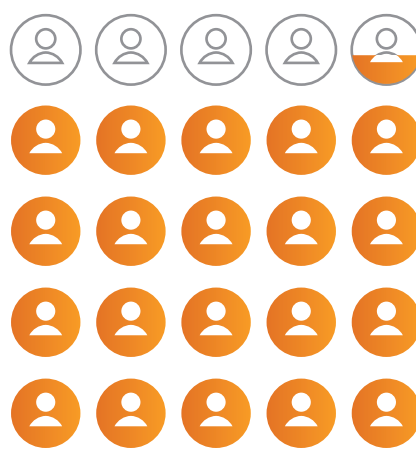
RUCKUS Networks is a longtime leader in managed Wi-Fi® for hotel properties. RUCKUS Networks, recognized by ABI Research as a leader in WLAN innovation and implementation, has a strong reputation in the hospitality market, and our track record of delivering high-quality, reliable networking solutions is well recognized in the industry; therefore, there is a high opportunity for sales when pitching our solutions.

Some estimates report that as much as 70% of the hospitality market and as many as 86% of the world's luxury properties rely on RUCKUS Wi-Fi solutions.

**RUCKUS is trusted across the globe—from large luxury hotel chains to stand-alone establishments like the Royal Garden Hotel, London and Mandarin Oriental. In addition, Passalacqua on Lake Como, ranked the top hotel by TheWorlds50Best.com, upgraded its connectivity with RUCKUS Wi-Fi 7 solutions.**

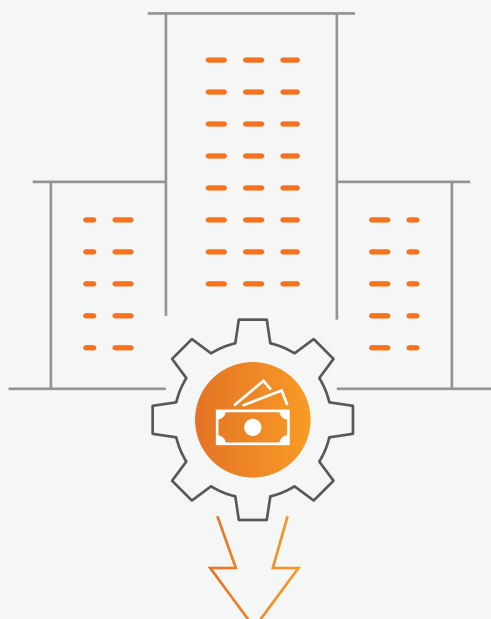
86%

World's luxury properties rely on RUCKUS Wi-Fi solutions



2

## Lower operational costs



A RUCKUS hotel Wi-Fi network is a powerful tool in reducing operating expenses (OpEx). Leveraging RUCKUS AI-driven hospitality solutions, hotel management can gain deep insights and analytics that contribute to improved occupancy rates and revenue per available room (RevPAR) performance, while also reducing customer acquisition costs (CACs). Coupled with IoT devices, our solutions enable hotel staff to increase efficiency with seamless check-in and check-out processes, digital keys, and automated lighting and temperature controls for unoccupied rooms.

**The advanced RUCKUS AI™ and RUCKUS One™ technologies simplify and streamline network management, reducing the need for extensive time and resource investment—therefore significantly lowering management costs.**

3

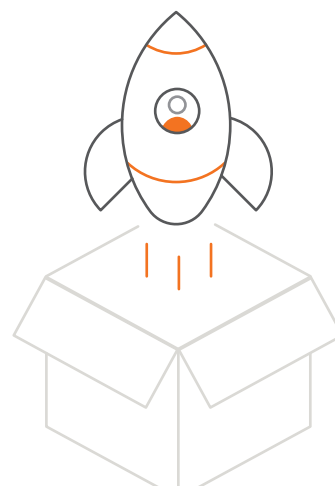
## Quick to deploy

RUCKUS wireless access points (APs) have consistently demonstrated their ability to function immediately upon unboxing. Thanks to auto-provisioning, these APs can be easily configured from the controller, eliminating the need for pre-deployment configuration in a warehouse.

Furthermore, RUCKUS APs are designed to be backwards compatible with older devices and switches, providing hotels with the flexibility to upgrade or expand their network at their own pace.

**With RUCKUS ICX® switches and RUCKUS One, you can manage your wired as well as wireless networks from a single interface, simplifying deployment and ongoing network management.**

Take advantage of our templating feature for a swift and straightforward deployment. Our automation capabilities—designed with streamlined IT teams in mind—simplify and accelerate the deployment process, saving valuable time.



4

## Reliable



**Simply put, RUCKUS Network solutions work. In every independent stress test, RUCKUS has outperformed. In a Packet6 AP stress test against four competitors, RUCKUS was the only vendor to simultaneously deliver stall-free streaming HD video to every device and support a 4 out of 5 voice mean opinion score (MOS), while delivering as much as twice the throughput.**

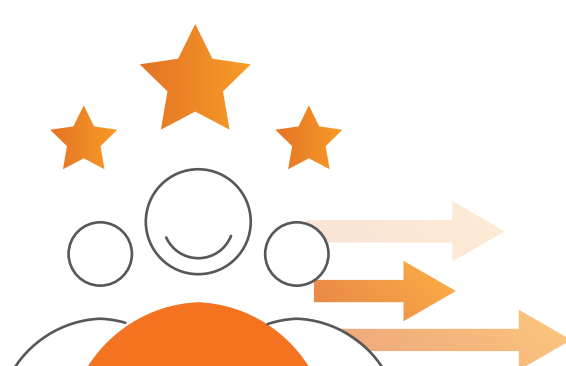
Wi-Fi Alliance selected the RUCKUS Wi-Fi 7 platform for its Wi-Fi CERTIFIED 7 interoperability certification test bed, demonstrating our commitment to excellence in delivering purpose-driven networks that consistently deliver optimal performance even in the most demanding industry environments.

5

## Dedicated team

Each member of RUCKUS Networks is backed by the expertise and support of the most trusted name in hospitality connectivity. Our team is carefully chosen and constantly trained to keep up with evolving technology so they can address nearly every situation that may arise.

**Every partner is considered part of our RUCKUS family, and we want them to succeed because—when they do—we do as well.**



Want to learn more? [Visit us online](#) or contact your local account manager.

Ready for a network that's easier to manage and maintain? [Learn more](#) about how our innovations were created to make your life easier.

[www.ruckusnetworks.com](http://www.ruckusnetworks.com)

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