



HOSPITALITY GATEWAY

BY RUCKUS NETWORKS



It used to be, in order to run a competitive hospitality property, you had to provide - at a minimum - a quiet and comfortable room, clean bedding and a working climate control system. As technology progressed, the bare minimum evolved to include in-room entertainment options and wireless Internet service, and property operators invested in infrastructure that delivered Internet that was good enough to keep their guests happy. Today, however, good enough just isn't. Business guests demand reliable access to their data, and families demand broadband delivery to multiple personal mobile devices for individualized entertainment. Conference and event producers need massive network capacity and reliability for their attendees, and employees need constant connectivity across the property. But savvy operators know that the key to delivering a competitively differentiated Internet service goes far beyond the need for connectivity, speed and capacity. To truly stand out, the property needs to deliver a plethora of guest services personalized to each individual visitor, group, event and employee.

The RUCKUS WAN Gateway (RWG) enables the simple and affordable deployment of a unified hospitality services solution, delivering features that maximize revenue, increase guest loyalty, provides actionable user information, improve employee efficiency property-wide, and much more - all in a single software platform optimized for hospitality environments.

Secure User Experience from the Moment Guests Log In

The RUCKUS WAN Gateway delivers network services far more sophisticated than traditional guest gateways, giving operators the ability to automatically provide enterprise grade security unique to each individual or group, wherever they may move throughout the property. While the guest will find familiarity with the simple login process, behind the scenes the RWG utilizes Property Management System integrated eDPSK and 802.1x authentication to assign each user to a VLAN tailored to their needs and interests and - simultaneously - keeping them separated from more sensitive network assets. Guests can quickly and easily onboard all of their devices, from laptops to phones and tablets to in-room personal entertainment devices. Once connected, many of these devices can be used by the guest to control in-room amenities like lighting and climate control, or cast entertainment from their personal devices to the television.

The dynamic VLANs managed by the RUCKUS WAN Gateway are distributed across the Wi-Fi infrastructure in such a way that guests are bound to their unique VLAN anywhere the wireless signal is present. The RUCKUS WAN Gateway essentially creates a personal area network (PAN) for each guest room which follows the guests wherever they roam. A guest, for instance, can access



RWG enables guests to create their own unique connected experience.

a movie or show from a storage device in their room on their tablet in the fitness center. And each PAN is fully secure and segmented from all other guest, staff and operations devices on the property.

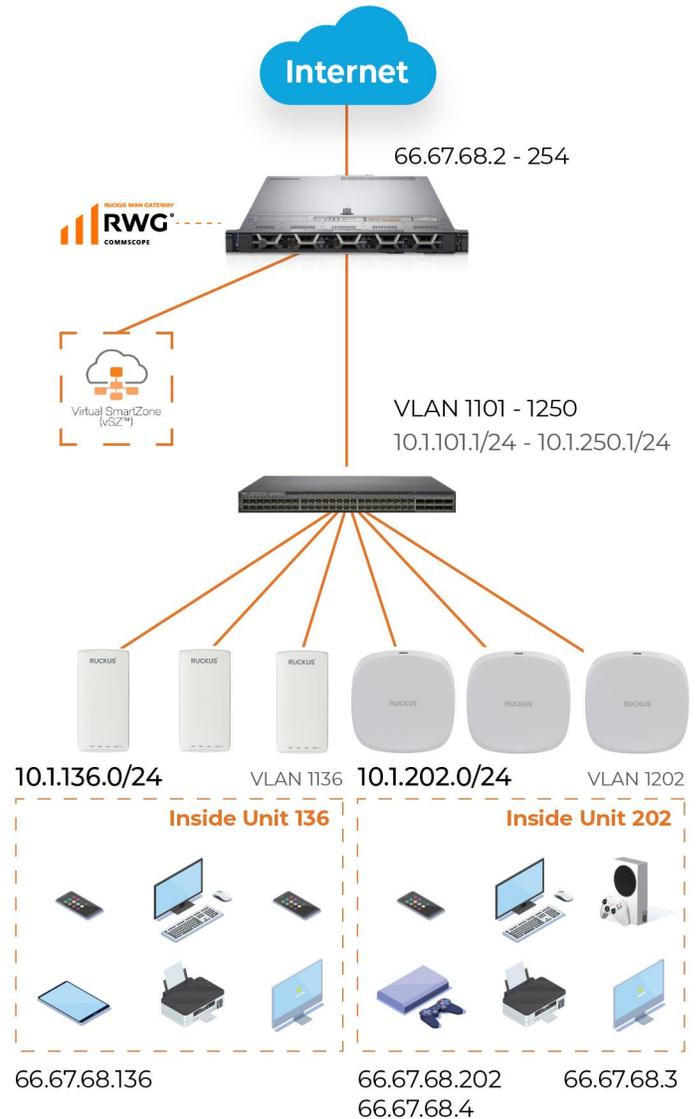
Many of these features are easily managed by non-IT staff through the comprehensive Front Office Manager, allowing personnel to issue pre-shared keys for guests and visitors when needed, create and distribute free wireless coupon codes, or even troubleshoot simple guest device issues without the need to involve network administrators. The simple and intuitive portal enables your hospitality staff do what they do best: ensure complete guest satisfaction with every aspect of their visit.

Best-in-Class Billing and PMS Integration

Each guest has complete control over their network experience, and can perform any number of actions to enhance their stay; network service upgrades, online amenity ordering, restaurant reservations, room service, activity booking - with integrated billing the guest can order and pay for these amenities with ease anywhere they may roam. Additionally, the RUCKUS WAN Gateway works beautifully with industry-leading Property Management Systems to complete the network environment unique to each guest, enabling the delivery of services tailored to their individual needs and preferences. And the customized experience can follow each guest as they stay at multiple properties within the same brand umbrella, further increasing guest satisfaction and loyalty.

The seamless integration of existing PMS systems into the RUCKUS WAN Gateway also enables an unprecedented level of communication and connectivity for property staff and operational technology systems. Maintenance, housekeeping and operational staff will be reliably connected wherever they may be on property - including seamless roaming across different wireless infrastructure, from WLAN to PLTE and back again. Handheld data devices, push-to-talk communications, asset tracking all work flawlessly on their own secure VLAN separate from your hotel and conference guests. And all of your OT devices - anything from smart signs to security cameras - can securely operate on a completely separate virtual network infrastructure.

Everything in its right place, operating as it should.



Unique Marketing and Promotional Opportunities

The RUCKUS WAN Gateway enables an unprecedented amount of additional marketing opportunities for the hospitality brand. Fully customizable captive portal capabilities ensure that the brand is properly represented from the guests' first interaction, as they quickly and easily join the network. Integrated location-based services can significantly enhance the guest experience, and provide additional revenue opportunities; deliver a coupon for a discount on Guest A's favorite drink when they are at the pool, offer Guest B a massage reservation when they are in the fitness center, offer Guest C the option of adding late-night snacks and beverages to their turndown service when they return to the property in the evening. With the seamless billing and PMS



integration, the guest can accept these offers with a single click and have the charges automatically billed to their room portfolio.

Additionally, location-based services offer granular wayfinding, a service especially appreciated in larger properties. When enabled, guests can quickly and easily find their location on their smartphone, and plot a path to their final destination on property. From an operational perspective, the RUCKUS WAN Gateway can utilize guest location to deliver valuable footfall and dwell time information, allowing operators to identify areas that are more popular, or find ways to increase traffic in areas that have less exposure.

Feature Rich Conference Portal

The RUCKUS WAN Gateway offers a full-featured conference portal automating the IT process for time-limited events of any size, increasing revenue opportunities while significantly reducing the time needed to manage these events. Front-office personnel can easily configure and schedule conference events - including customized portals branded for each event - and the RUCKUS

WAN Gateway will automatically provision SSIDs and switch ports when the event begins and deprovision when the event ends.

Sponsors and exhibitors can self-provision and pay for upgraded services through the conference portal, significantly reducing the time IT personnel spend before and during each event. And the RUCKUS WAN Gateway can segment short-term conference guests from the broader guest and staff networks, ensuring the security of all user and property infrastructure.

Conclusion

With the advanced hospitality network services enabled by the RUCKUS WAN Gateway, hospitality brands now have the opportunity to increase guest occupancy and brand loyalty, maximize staff productivity and realize new and expanded revenue opportunities, all in a single simple-to-manage multi-services gateway.

Talk to us or your preferred partner today about package pricing offered exclusively to the Hospitality Industry.





www.ruckusnetworks.com

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

© 2024 CommScope, Inc. All rights reserved.

All trademarks identified by ™ or ® are trademarks or registered trademarks in the US and may be registered in other countries. All product names, trademarks and registered trademarks are property of their respective owners. This document is for planning purposes only and is not intended to modify or supplement any specifications or warranties relating to CommScope products or services.

BR-118833-EN (04/24)