

# Redefining Wi-Fi Access for Hospitality and Multi-Dwelling Units



## Effortlessly deliver secure, automatic Wi-Fi access for users and devices—while enabling location-aware experiences that drive business value

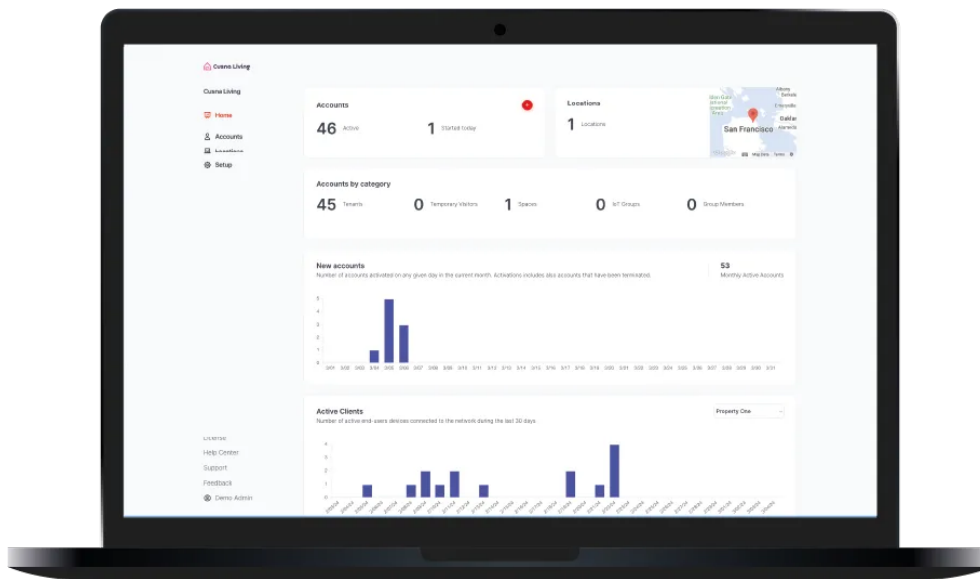
Users in hospitality (hotels, resorts, serviced apartments) and multi-dwelling communities (apartments, student housing, senior living facilities) expect a Wi-Fi experience similar to what they have at home. This means fast, reliable connectivity for streaming, gaming, and video calls, along with seamless access to personal devices, smart home technology, and printers. Unfortunately, traditional shared networks often fail to meet these expectations, leading to frustration due to inconsistent performance and limited control over personal devices.

For property managers, these issues translate into a high volume of support tickets, increased IT workloads, and wasted time on troubleshooting, all of which disrupt operations and strain resources.

To address these challenges, RUCKUS Networks and Cloud4Wi have partnered to provide an innovative Wi-Fi solution. Coupling RUCKUS' purpose-built networking solutions for Hospitality and MDUs with Cloud4Wi resident access platform, users can seamlessly connect all their devices anywhere on the property and enjoy personalized, location-aware experiences.

The outcome is a scalable, modern Wi-Fi solution that boosts user satisfaction, lightens IT burdens, and prepares properties for success in the connected world.

Revolutionize your property's connectivity with RUCKUS Networks and Cloud4Wi, one user at a time.



## Key Features and Benefits

- **Seamless Onboarding:** Enable automatic, move-in-ready Wi-Fi onboarding through integrations with multiple identity providers (IdPs), ensuring a frictionless experience for users.
- **Self-Service Portal:** Empower users with self-service credential management, allowing them to create, update, and reset passphrases, add or remove devices, and grant temporary Wi-Fi access to their guests.
- **Automatic and Secure Authentication:** Ensure secure and automatic Wi-Fi access with advanced technologies like MAC-address-less PPSK (Private Pre-Shared Key) and Passpoint / WBA OpenRoaming.
- **PAN (Personal Area Networks) Orchestration:** Allow users to connect to their personal network and access all their devices seamlessly across the property, just as they would at home.
- **Centralized Management:** Manage and deliver enterprise-grade Wi-Fi services across the entire property using a single, cloud-based dashboard for simplified administration.

## Why RUCKUS Networks and Cloud4Wi?

### For Hospitality

- **Home-like Wi-Fi:** Deliver the same simple and secure experience hotel guests expect at home. A captive portal provides a branded login page for first-time access. With Passpoint / WBA OpenRoaming, devices connect automatically and securely across the entire property without the hassle of re-entering passwords. And with PPSK and PAN, each guest receives a unique Wi-Fi password that creates a private, secure network, so their devices, from phones and laptops to gaming consoles, can connect privately, just like they would at home.
- **Data collection:** Discover who your guests are, their preferences and opinions, and how they behave in your properties, by leveraging Wi-Fi technology.
- **Digital services:** Promote location-based services and offers to guests throughout their stay in the hospitality setting, by delivering location-based information during Wi-Fi.
- **In-app services:** Deliver seamless in-app services and capabilities, even in areas with poor or no cellular coverage, by providing loyalty app users with automatic and secure connectivity using Wi-Fi mobile SDK onboarding.
- **On-premises app mode:** Localize in-app content and services based on the specific property guests visit by understanding their on-premises behaviors using Wi-Fi mobile SDK technology.
- **Real-time messaging:** Send timely messages triggered by guest on-premises behaviors, by leveraging Wi-Fi mobile SDK technology.

### For Multi-Dwelling Units

- **Home-like Wi-Fi:** Give residents seamless connectivity across the entire property with automatic, secure access. Using PPSK with PAN, each resident gets their own private network so their devices from phones and laptops to gaming consoles, smart TVs and set top box, can connect easily and privately, just like at home.

Together with RUCKUS Networks, Cloud4Wi delivers location-based services (e.g. location-based marketing and on-premise app mode) across a broad range of industries. Businesses can leverage location-aware insights and generate personalized marketing capabilities, all from a unified dashboard. For more information about these solutions, please contact Cloud4Wi or RUCKUS Networks today!

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