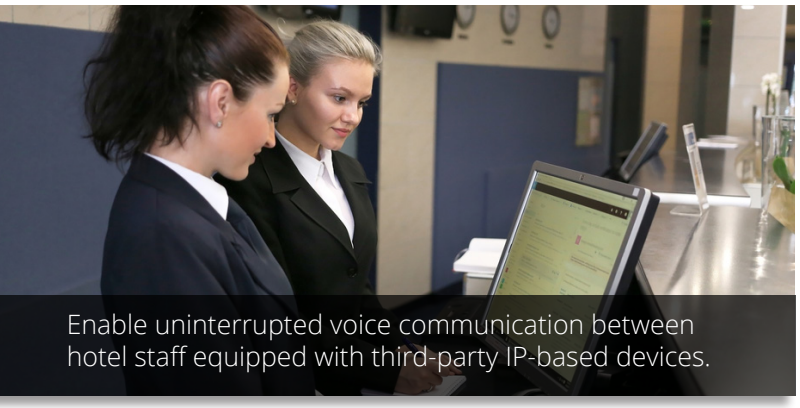
RUCKUS™
an ARRIS company

HOSPITALITY

Give your guests a better network experience

ENHANCING THE CONNECTED GUEST EXPERIENCE

Today's business and leisure travelers are more tech savvy than ever and expect high-speed Internet connectivity for their smart devices everywhere. 83 percent of hotel guests take the time to report a bad Wi-Fi experience, and 36 percent won't rebook if they had one. If your guests can't get a **fast, reliable Internet connection,** they will not likely come back. **Ruckus's** wired and wireless solutions are the gold standard for hoteliers worldwide.



Enable uninterrupted voice communication between hotel staff equipped with third-party IP-based devices.

ONE NETWORK FOR ALL CONVERGED SERVICES

Ruckus high performance access points and Ruckus ICX™ switches enable hoteliers to deploy a single and reliable network infrastructure to concurrently support essential business applications, such as

- Tiered High-Speed Internet Access (HSIA)
- Point-of-sale terminals
- IP-based Video on Demand (VOD)
- Back office and service optimization services
- Voice over IP (VoIP)
- Digital signage and kiosks
- In-room IP-enabled devices of all kinds

UNMATCHED MULTIMEDIA SUPPORT

IP-based video streaming, voice communications, and other multimedia applications such as digital signage are quietly becoming essentials. Ruckus Smart Wi-Fi is purpose-built with patented adaptive antenna technology and traffic engineering technologies to uniquely classify, schedule, prioritize, and optimize latency-sensitive multi-media traffic to ensure optimal network performance for guests and hotel staff.

Connect wireless kiosks to provide guests with access to information at anytime.

Ensure flicker-free video for guests.

Support essential business and guest optimization services—from the back office to point-of-sale terminals to IP-based devices.

"Ubiquitous, fast, and reliable broadband wireless is now one of the main criteria for selecting a hotel in today's mobile world. The innovations Ruckus has made in the area of adaptive Wi-Fi signaling to solve important Wi-Fi range and reliability problems have empowered us to truly redefine the guest experience."

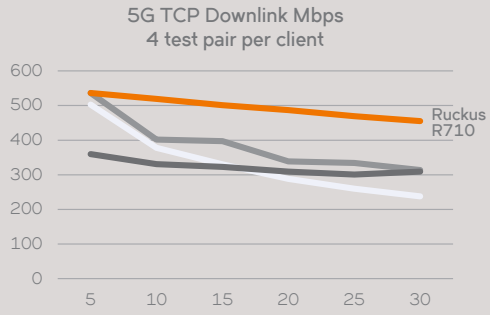
SIMPLER NETWORKS FOR THE AGILE HOTELIER

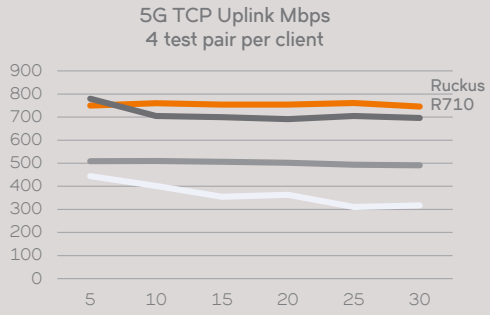
With the changing business requirements of the hotel environment, networks must be easy to deploy and manage. In hotel deployments, switch stacking can dramatically minimize the time and costs dedicated to network management, and enable a simplified, scalable architecture with high network performance. When stacked, multiple switches are managed as a single switch and their resources pooled. With options to increase network capacity and mix different switches together, hoteliers can grow their networks as necessary while keeping management simple.

FLEXIBLE AND SCALABLE NETWORKING

A fabric design will deliver higher scalability and increased network visibility while reducing network operations costs. The Ruckus Campus Fabric is highly reliable, based on a centralized controller switch with redundant load balancing links that shares network services and capabilities with other switches in the fabric network. Switches that are deployed anywhere in the network by Hotel IT staff are automatically provisioned with zero-touch deployment. With a single point of management, troubleshooting and adding capacity are much easier, and uptime is improved.

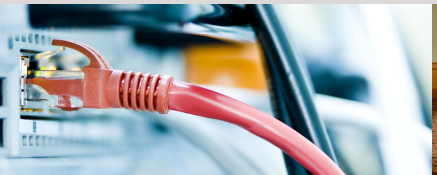
Results: 30 MacBook Pro x 4 Test pair per client

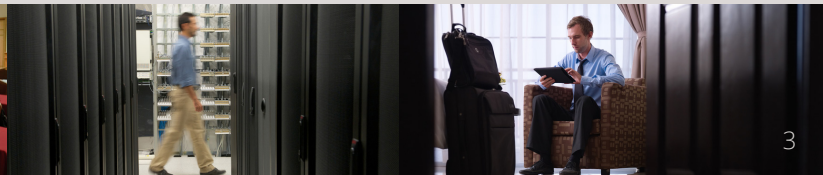




RUCKUS SMART WI-FI OUT-PERFORMS ALL OTHER 802.11AC AND 802.11N WIRELESS ACCESS POINTS

Ruckus Smart Wi-Fi APs consistently outperformed all devices under testing (DUTs), taking top marks in almost every test scenario.





FEELING THE **LOVE**

from a marquee list of world renowned customers

Marriott

HYATT

SHANGRI-LA HOTELS and RESORTS

ACCOR HOTELS Feel Welcome

STARWOOD HOTELS & RESORTS WORLDWIDE, INC.

THE PENINSULA HOTELS

MANDARIN ORIENTAL THE HOTEL GROUP

LA QUINTA INNS & SUITES

MODERNIZING THE NETWORK COST-EFFECTIVELY

Hotels are constantly challenged to keep up with expanding multimedia services that have become the standard for guests. Ruckus ICX Switches lead in delivering the best performance at a lower price point, and support multimedia services for years to come.

INNOVATION WITH MULTI-GIGABIT TECHNOLOGY

Where speed is needed, Ruckus is optimized by design for the latest Wi-Fi performance standards with Multigigabit solutions (802.3bz, 2.5 Gigabit). Ruckus not only provides the industry leading in-room access solutions for hotel guests, but also provides the ideal Wi-Fi and Networking solution for areas of the hotel where large numbers of people congregate such as conference centers or business meeting areas. These areas of the hotel requires special attention to ensure guests can connect their devices and receive the speeds they need. Ruckus has the ideal solution that combines the R720 access point and the Ruckus ICX 7150 Z-Series switch to ensure Multigigabit support and deliver the full capabilities of 802.11ac Wave 2 to the most users and devices.

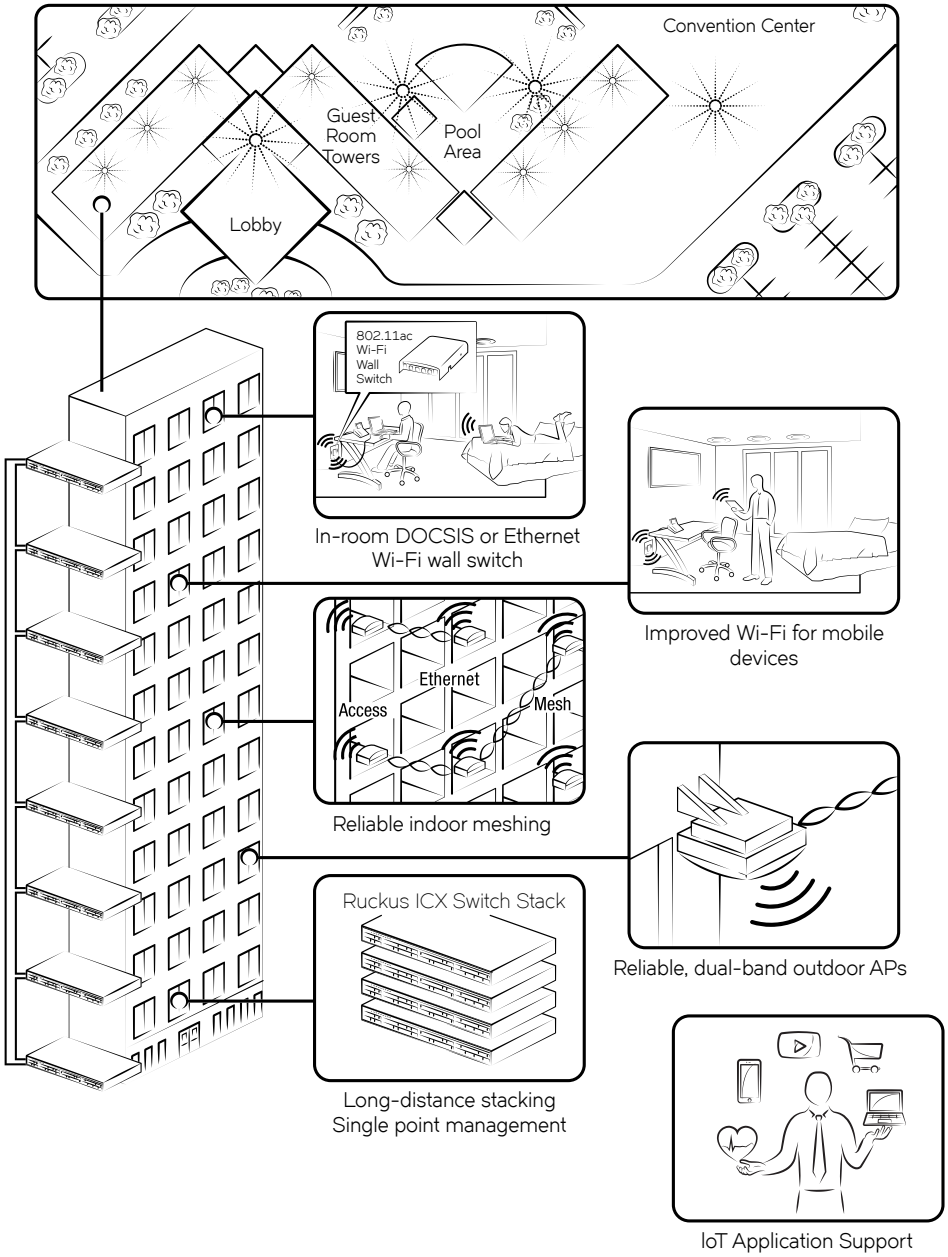
The R720 AP provides the highest Wi-Fi performance available today with an upgraded Multigigabit Ethernet (2.5 GbE) port and 4x4:4 802.11ac Wave 2. The Ruckus ICX 7150 Z-Series stackable switch is designed specifically to complement the R720 access point with Multigigabit Ethernet ports and industry leading PoE power budget, including PoE, PoE+ and PoH (Power over HDBaseT) up to 90 Watts per port. The combination of the R720 and ICX 7150 Z-Series ensure data is transmitted at the full potential of the Wave 2 standard to support even the highest density and most demanding areas and services of your hotel.

CONVERGED WIRED-WIRELESS MANAGEMENT

SmartZone network controllers simplify network set-up and management, enhance security, minimize troubleshooting and ease upgrades of Ruckus access points and switches.

It doesn't stop there. Whether hoteliers are deploying complex multi-geo networks or partners are delivering multi-tier managed networking services, SmartZone network controllers deliver the scale, flexibility and openness to support the most sophisticated deployment scenarios.

RUCKUS SMART WI-FI DELIVERS HOSPITALITY'S MOST FLEXIBLE DEPLOYMENT OPTIONS



FLEXIBLE DEPLOYMENT OPTIONS

Hsia, Converged Services, ip vod, voip, pos, Guest Networking, Service Optimization, Back Office Administration, Digital Signage

Figure 1: Ruckus Unified Solution for modern hotels.

LA QUINTA® INNS & SUITES

Like many hotels around the world, La Quinta was experiencing a fundamental change in guest behavior and wireless usage patterns. Hotel guests wanted more control over their online experience with the ability to access, view and display their own content anywhere within the hotel. With more than 84K guest rooms, hundreds of hotels and 9m loyalty members, La Quinta is the fastest growing principal select-service hotel primarily serving the midscale/ upper-midscale segments around the world. La Quinta committed to delivering guests an online experience that exceeded their experience at home.

To fill this tall order, a best-in-class wireless network architecture is no longer negotiable. Essential to the massive project was designing and deploying a smart Wi-Fi infrastructure capable of automatically adapting Wi-Fi signals and channel assignments to guest devices to achieve the best possible wireless performance and reliability. A better utilization of the bandwidth-rich 5GhHz band became a key requirement along with the ability for wireless network to deal with lower-powered smart mobile devices. The multi-device guest required a wireless service that provides for flicker-free streaming video and multimedia content from a myriad of different devices.

La Quinta selected and standardized on an advanced wireless network infrastructure based on Ruckus Smart Wi-Fi products and technologies. With Ruckus, La Quinta would be able to deliver stronger signal coverage to every corner of every property, more reliable Wi-Fi connections that would keep guests connected and elegant management that kept things simple for remote wireless administrators. According to La Quinta, the results have been nothing less than spectacular with guests raving about the stability and performance of the new Smart Wi-Fi services. With patented smart antenna array technology integrated into Ruckus Smart Wi-Fi access points,

La Quinta could increase wireless performance, capacity and range with fewer access points for each property compared to competitive alternatives. This translated into lower capital and operational expense and the need for IT staff at every property. With a Ruckus Smart Wi-Fi infrastructure now in place, La Quinta guests are now living the dream with an online wireless experience that mirrors what they have at home—something every hotel guest expects and every hotel craves. Ruckus Wireless delivers.

Great hotels are choosing Ruckus network solutions to solve challenges that stump competitors

Problem	Ruckus Network Solution
Spotty Coverage	High-gain smart antenna system extends coverage by two- to four- times, requiring fewer APs per hotel
Guest Networking	Intuitive, browser-based facility lets any guest-facing staff generate a unique and timed Wi-Fi guest pass in less than 60 seconds
Consistent Wireless HSIA For Guests	Patented adaptive antenna technology and smart antenna array technology within every Ruckus Smart Wi-Fi access point ensures stable client connectivity and mitigates packet loss to ensure the highest performance possible
Converged Services Over Wi-Fi	Provides up to 32 discrete WLAN networks that can be used to concurrently support IP-based video, voice, HSIA, digital advertising, and back office applications
Complex, Cumbersome Deployment With Ease	Long-range, high-gain access points require fewer nodes to cover a given area and allow Wi-Fi services to be offered in areas where Ethernet cabling doesn't exist or can't be pulled, through advanced wireless meshing
Voice Over Wi-Fi	Advanced Wi-Fi signal controls and quality of service technology provide superior support of IP-based VoIP phone and Wi-Fi badges
IP-based Video Support Without New Wiring	Dual-band 802.11ac delivers picture-perfect streaming of high-definition, IP-based video over the same network used to provide HSIA
Unified Network	Wired, Wireless and IoT networks seamlessly integrated and managed together centrally

COMPLETE PORTFOLIO FOR **HOSPITALITY**

C110

2x2:2 802.11ac Wave 2 wall plate AP with DOCSIS 3.0 Cable Modem

H320

Wall-mounted 2x2:2 802.11ac Wave 2 Wi-Fi AP and wired switch

H510

Wall-mounted 2x2:2 802.11ac Wave 2 Wi-Fi AP and wired switch with IoT support

R510

Indoor 2x2:2 802.11ac Wave 2 Wi-Fi AP for medium density environments

R610

Indoor 802.11ac Wave 2 Wi-Fi AP for medium density environments

R710

Indoor 4x4:4 802.11ac Wave 2 Wi-Fi AP for high density environments

R720

Indoor 802.11ac Wave 2 Wi-Fi AP with Multi-gigabit Backhaul for high density environments

R750

Indoor 802.11ax 4x4 dual concurrent AP with MU-MIMO, BeamFlex+ and 2.5Gbps backhaul

T310

Outdoor 2x2:2 2.4/5GHz 802.11ac Wave 2 Wi-Fi

T710

Outdoor 802.11ac Wave 2 Wi-Fi Access Point with Fiber Backhaul

COMPLETE PORTFOLIO FOR **HOSPITALITY**

ICX 7150 Switches

Multigigabit Access 8/10/12/24/48 ports L2/L3 PoE & fiber switches for in-room or IDF deployment with up to 8x 10GbE uplinks

ICX 7250 Switches

Gigabit Access 24/48 port L2/L3 PoE switches for IDF deployment with 8x 10GbE uplinks and redundant external power option

ICX 7450 Switches

Gigabit Access/Aggregation 24/48 port L2/L3 PoE & Fiber switches for IDF deployment with 10/40 GbE uplinks and redundant hot-swap power and fans

ICX 7650 Switches

Multigigabit Access/Aggregation 24/48 port L2/L3 PoE & fiber switches for IDF/MDF deployment with 10/40/100 GbE uplinks and redundant hot-swap power and fans

ICX 7850 Switches

High-Performance Core 32/48 port 10/25/40/100 GbE speed, L2/L3 switches for MDF deployment with redundant hot-swap power and fans

SmartZone Network Controller

Scalable network controllers for Wi-Fi control and converged wired-wireless management. Physical or virtual appliance

SmartCell Insight

Data Analytics and Reporting

Ruckus Fiber Backpack

Purpose-built, fiber-to-copper Ethernet media converter accessory provides a pluggable fiber interface for Ruckus H510 wall-mounted APs for fiber to the room deployment

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