

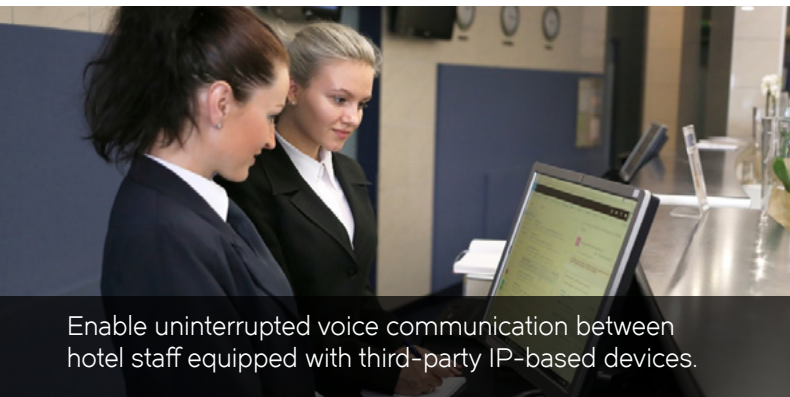


HOSPITALITY

The Home Away From Home

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 **strong, consistent Internet connection**, they won't be coming back. **Brocade's** wired and wireless solutions are the new gold standard for hoteliers worldwide.



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



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

ONE NETWORK FOR ALL CONVERGED SERVICES

Ruckus high performance access points and Brocade 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, and 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.



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 Brocade has made in the area of adaptive of adaptive Wi-Fi signaling to solve important Wi-Fi range and reliability problems have empowered us to truly redefine the guest experience.”



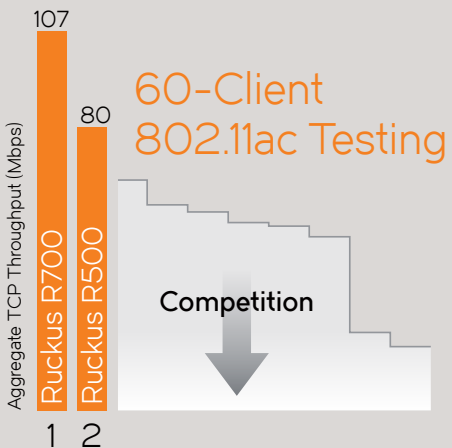
SIMPLER NETWORKS FOR THE AGILE HOTELIER

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 scalable, simplified architecture with high network performance. When stacked, multiple switches behave as a single switch and pool together their resources. This results in higher aggregated stacking bandwidth. With options to increase network capacity and mix different switches together, hoteliers can grow their networks as necessary while keeping management simple.



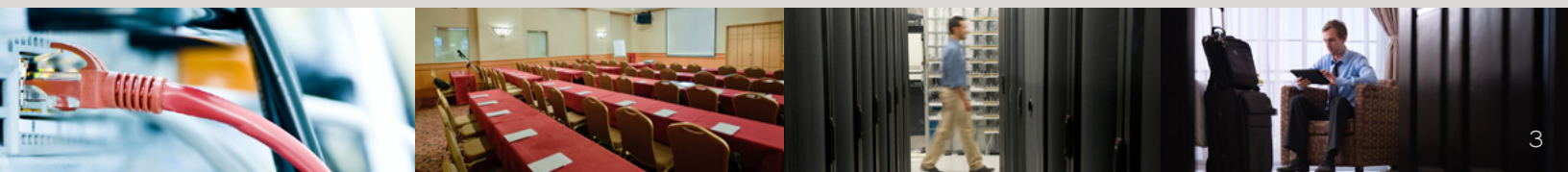
FLEXIBLE AND SCALABLE NETWORKING

A fabric design will deliver higher scalability and increased network visibility while reducing network operations costs. The Brocade Campus Fabric is highly reliable, with a centralized controller switch 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 a single point of management, troubleshooting and adding capacity are much easier, and uptime is improved.



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

Hilton

Fairmont
HOTELS & RESORTS

STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

Radisson
HOTELS & RESORTS

MANDARIN ORIENTAL
THE HOTEL GROUP

LAQUINTA
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. Brocade ICX Switches lead in delivering the best performance at a lower price point, and support multimedia services for years to come. Hotel IT staff can simplify the management between multiple properties and partners by automating their network with Brocade ICX Switches.

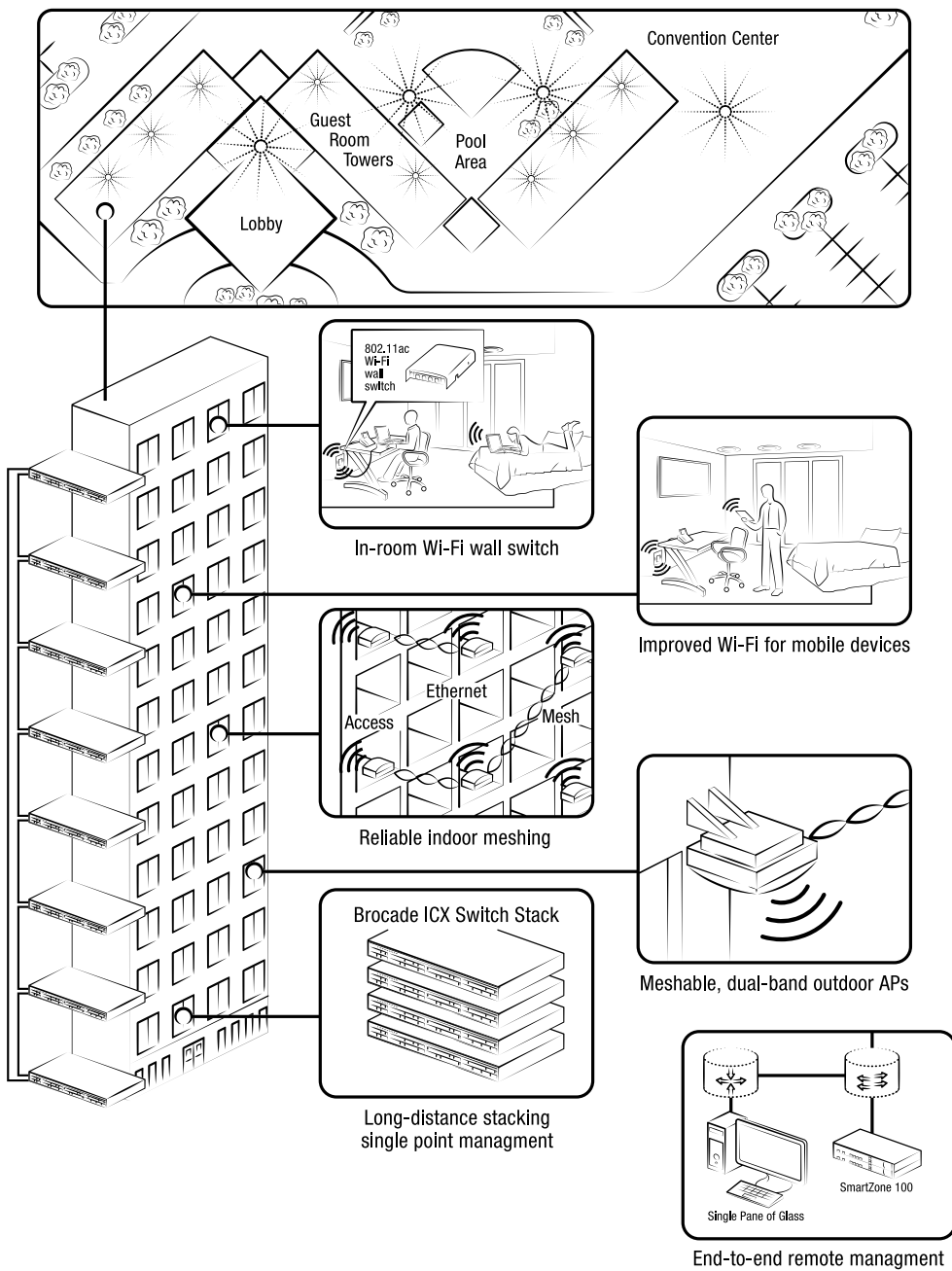
EXTEND WI-FI WHERE OTHERS CAN'T, WITH SMART MESHING

Many hotels just don't have Ethernet everywhere. To help, the Ruckus ZoneFlex™ system supports Smart Mesh Networking, which lets hotels easily add Wi-Fi by simply plugging an AP into a power outlet. No configuring mesh links, tuning, or troubleshooting is required. Smart Mesh self-organizes, self-optimizes, and self-heals in the event of an AP failure. This keeps availability high, coverage complete, and costs down eliminating disruptive and costly Ethernet cabling that quickly adds up in operational expenses.

Smart Meshing allows Wi-Fi to be quickly and easily extended to indoor and outdoor areas where coverage is needed but no cabling exists.



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: Brocade Ruckus Unified Solution for modern Hotels.



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 5GHz 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 was able to 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 Smart Wi-Fi solutions to solve challenges that stump competitors

Problem	Ruckus Smart Wi-Fi 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	Indoor and outdoor access points mesh together and are managed centrally

COMPLETE PORTFOLIO FOR HOSPITALITY

PWR DIR AIR 2.4G 5G

ZoneFlex H510



2x2 Wave 2 802.11ac dual-band concurrent wall-switch with integrated PoE out and operating at 802.3af

ZoneFlex R510



Indoor dual-band, two-port Wave 2 802.11ac AP with integrated PoE (802.3af) support

ZoneFlex T300



Outdoor dual-band, 3x3:3 802.11ac AP with integrated smart antenna array and PoE (802.3af) support

ZoneFlex R710



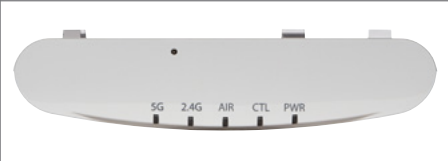
Indoor dual band 4x4:4 802.11ac AP with integrated smart antenna array and PoE (802.3af/at) support

ZoneFlex R600



Indoor dual-band, 3x3:3 802.11ac AP with integrated smart antenna array and PoE (802.3af) support

ZoneFlex R310



Entry level dual band, 2x2:2 802.11ac AP with integrated smart antenna array and PoE (802.3af) support

ICX Switches



Access, Aggregation and Core L2/L3 switches with 12/24/32/48 ports, 1GbE, 2.5GbE, 10GbE and 40GbE speed and PoE options

SmartZone Platform



Industry's most scalable and versatile WLAN platform

Copyright © 2016, Ruckus Wireless, Inc. All rights reserved. Ruckus Wireless and Ruckus Wireless design are registered in the U.S. Patent and Trademark Office. Ruckus Wireless, the Ruckus Wireless logo, BeamFlex, ZoneFlex, MediaFlex, FlexMaster, ZoneDirector, SpeedFlex, SmartCast, SmartCell, ChannelFly and Dynamic PSK are trademarks of Ruckus Wireless, Inc. in the United States and other countries. All other trademarks mentioned in this document or website are the property of their respective owners. 16-09-B

