

CASH IN ON THE CONNECTED CONSUMER



Shoppers

- Fast and robust wireless connectivity with BeamFlex+™ Adaptive Antenna Technology
- Reliable WiFi access in high density environments with 802.11ac Wave 2 technologies
- Easy, secure authentication and automated connectivity to returning users
- Promotions sent directly to mobile device in real-time



Store Management

- Gather real-time data to see where shoppers go before and after entering the physical store
- Plan sales staff based on footfall analytics and crowding
- Equip sales associates with WiFi-enabled tablets to stay with shoppers and influence sales



Marketing

- Use BLE Beacon Technology to push targeted promotions to shoppers' smartphones
- Help shoppers easily find the merchandise they are looking for with Location Based Services (LBS)
- Encourage shoppers to make purchases at brick-and-mortar stores instead of online with Engagement APIs and location intelligent mobile applications



IT Staff

- Take advantage of the Ruckus SmartZone Platform for carrier-class performance, scalability and form factor flexibility
- "WiFi-as-you-grow" to extend and adapt to the changing needs of your business
- Install a wireless solution with remote troubleshooting and management of branch locations
- Deploy Ruckus LBS on top of existing Ruckus WiFi Infrastructure with no additional hardware costs

