



solution brief

HIGHLIGHTS

MyAirangel and Ruckus Wireless enable venue and event managers to collect customer information via the Wi-Fi network and use this information to make their clients feel welcome and special. The branded portals MyAirangel offer allow venue operators to get much closer to their clients by communicating in a more targeted and strategic manner.

Ruckus Wireless and MyAirangel

MyAirangel and Ruckus Wireless, Using Wi-Fi for more personal guest communications

The Challenge

Businesses today are confronted by the sometime polar opposite goals of providing free Wi-Fi access to their clients in a public venue while still generating a reasonable ROI. But in reality, the ultimate business goal is to improve the customers experience via the Wi-Fi and building a stronger and more loyal connection to the customer.

Venues such as hotels, hospitality, MDU, large public venues, outdoor events, healthcare, education, and retail want to deliver different classes of Wi-Fi access based on customer profiles and business objectives. They require a Wi-Fi platform that facilitates logins through the social networks that their guests already use, personalize the guest experience by using pre-collected customer data and show venue/event management detailed data and reports.

Wi-Fi performance has become a mission critical component of customer satisfaction, clients want a Wi-Fi service they can rely on. Venues need their staff and guest to access the Wi-Fi without interruptions to connectivity or insufficient bandwidth.

The Solution

MyAirangel offers a value-add alternative to existing Wi-Fi services. The platform focuses on generating ROI for the venue by improving customer experience, satisfaction and loyalty. MyAirangel achieves this by offering a range of marketing and analytical tools, designed to help businesses understand and engage with their customers in new ways.

MyAirangel natively integrates with Ruckus Zone Director and Virtual Smart Zone Wi-Fi controllers. In addition they offer a range of appliances running their suite of advanced features, opening up even more possibilities for customer engagement and network management.

MyAirangel offers captive portal login, with a range of login methods for free and fee-based access, and a 'WiFi Made Easy' option, where there is no portal and users login just like at home. User details are then collected post login using its Injection Jet technology and

Ruckus Wireless and MyAirangel



a reward-based system, where users are awarded additional bandwidth or time online for providing contact details, or performing a Facebook Like or Check-in. Rewards can also include offers, promotions and discounts for products and services.

MyAirangel allows for the full control and complete understanding of the entire wireless network, ensuring that Wi-Fi users across all sites and zones are receiving the best service possible.

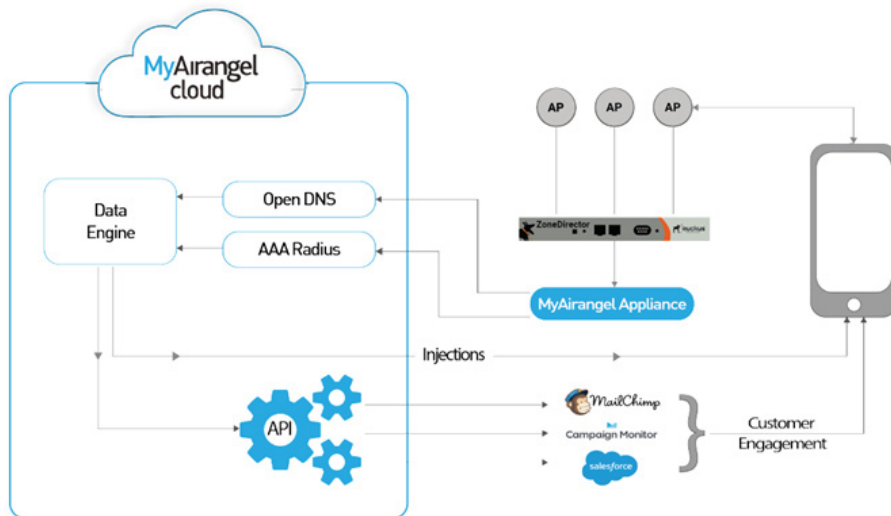
MyAirangel features include:

- Multiple Access Options – Social Media, Password, Surveys, Promotional Offers, Paid or Name Only
- Payment options – Wide range of payment methods are available for Wi-Fi provisioning
- Bandwidth Management - Bandwidth allocation to individuals, groups, sites or zones within the venue
- MyAirangel Adjets – Insertion of pertinent content onto guest web pages helping them find and interact with your venue and events offerings
- Wi-Fi Monetization - Generate incremental ad revenue via integration with external media ad programs interspersed with venue/events promotional messages on the welcome page.
- Reporting – Collect user analytics and contextual data, venue status, login methods, usage statistics, loyalty and much more
- BackOffice Services:
 1. Integration with CRM applications like salesforce.com
 2. Integration into email marketing, automated message, and targeted campaign applications
 3. Content is pulled from secure content delivery network (CDN) datacenters around the world
- Security:
 1. SSL Portals – No password interceptions over the WiFi
 2. Encrypted User Details – Secure and encrypted storage of client data
 3. Secure API - prevents any unauthorized access to client data.



Ruckus Wireless and MyAirangel

Ruckus integration



Page 3

Ruckus Wireless

Ruckus Wireless brings reliable, secure and high performance connectivity to even the most challenging large public venue Wi-Fi environments. Ruckus' Smart Wi-Fi technology combines breakthroughs in adaptive RF control, application-aware quality of service (QoS), and advanced security. Together, these capabilities deliver a reliable, predictable and high-quality guest experience in high density public venues.

Ruckus' patented BeamFlex Technology delivers high capacity, superior performance and highly reliable connectivity. Combining a compact internal antenna array with sophisticated control software, BeamFlex continuously optimizes the connection for each client. It automatically adapts to interference and physical barriers to improve Wi-Fi range and performance.