



## solution brief

### HIGHLIGHTS

Now more than ever, it's important to know your customers. The CoffeeBean Social-ID Marketing Platform identifies your customers and connects them with your brand on a personal level. It is deployed in your digital properties such as website, e-commerce, mobile app, Facebook fan page as well as your in-store Ruckus Wi-Fi, enabling real-time engagement and personalized marketing campaigns.

- CoffeeBean: Personalized and real-time marketing for retail, malls, entertainment venues, hotels, airports and consumer brands.
- Ruckus Smart Wi-Fi Technology: Secure, reliable and high-performance Wi-Fi connectivity with advanced location services to further enhance personalized profiles and marketing.

### Key Benefits:

- Captures and builds your customer's social profile based on website, Facebook, mobile app or in-store activity
- Uses social profile to develop effective web-sites, e-mail marketing, social media, SMS and push notification campaigns
- Use rich customer analysis to drive strategic planning and marketing

# Ruckus Wireless and Coffee Bean Technology

## Social-ID Marketing Platform

### The Challenge

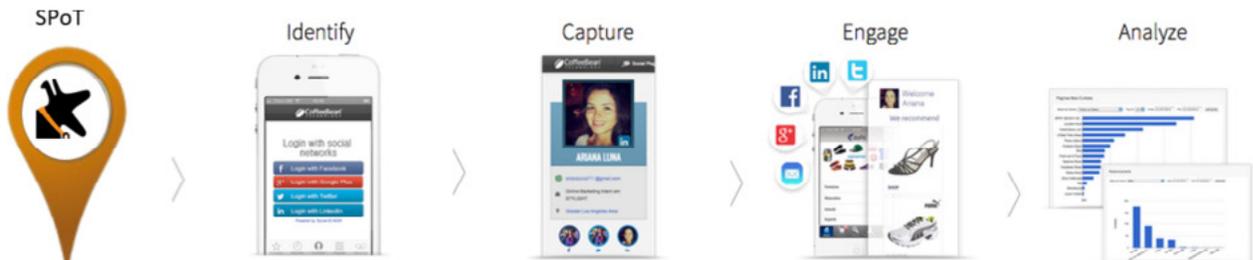
Businesses today have more data than ever before, the challenge is how to integrate diverse data from multiple sources and then use it to better understand or target customers and prospects. High-quality, reliable wireless connectivity is now a basic expectation for consumers in any venue, and can be a source of even more high value customer information. Retail stores and malls need a way to capture, integrate and leverage customer data to better market to and engage customers.

### The Solution

The Social-ID Marketing Platform uses Wi-Fi and social networks to identify your customers and offer them a personalized experience in-store or on your website or mobile app. It uses social login data from the Wi-Fi network, as well as additional social plug-ins on your website, mobile apps Facebook pages and similar sources to compile and a rich social profile that can be used for personalized and real time marketing – both in-store and online.

# Ruckus Wireless and Coffee Bean Technology

## Social-ID Platform Model



## Coffee Bean provides

- Sophisticated, easy to use data capture: CoffeeBean saves the customer's social profile into a "live" database that is constantly synchronized to social networks to build a rich customer view and capture changes in customer interests and needs. This is stored in a Cloud database for scalability, availability and security, and can also integrate to other data sources such as CRM, ERP, product recommendation engines, email marketing tools, etc.
- Powerful Customer Engagement capabilities: Retailers need to effectively engage with customers whether they visit a store, go to the website or use mobile apps. CoffeeBean can personalize messages based on the social profile and behavioral data, and send them via multiple channels including push notifications, SMS, e-mail, Facebook. Via integration with Ruckus Wi-Fi and SPoT LBS, CoffeeBean can trigger messages based on customer presence in your store or mall, as well as on changes on the social profile.

## Ruckus Wireless: Advanced Wireless Intelligence for Capacity, Performance and Scale

Ruckus Wireless brings reliable, secure and high-performance connectivity to even the most challenging Wi-Fi environments. Ruckus' standard-setting Smart Wi-Fi technology combines breakthroughs in adaptive RF control, application-aware quality of service (QoS), advanced security, and highly resilient and adaptable mesh networking. Together, these capabilities give you the predictable, reliable and scalable wireless connectivity your users expect.

### Ruckus Wireless provides:

- Increased capacity, performance and reliability: Ruckus' patented BeamFlex Technology delivers 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 as much as 300 percent.
- The industry's most complete and flexible range of Wi-Fi controller options: From controller-less single site installations to the largest carrier Wi-Fi deployments worldwide, Ruckus offers complete, proven controller options to meet your needs. Controller-less, server appliance, VM-software, or cloud-based, Ruckus delivers comprehensive management functionality that works in your environment.
- Increased customer understanding and engagement: Ruckus' SPoT Location-Based Services (LBS) technology empowers businesses of any size to harness granular location data to gain deeper insight into their customers. You can capture and visualize fine-grained footfall traffic information through heat maps by zone, floor or venue. And you can do it without needing any additional hardware, and with unlimited scalability into the cloud.

# Ruckus Wireless and Coffee Bean Technology

## Capitalize on Wi-Fi to Deliver Better Customer Experiences and Grow Your Business

Wi-Fi is becoming table stakes for almost any business. CoffeeBean and Ruckus Wireless can help you leverage your wireless investments, and integrate Wi-Fi location data with online social and other customer data to understand customers and effectively target promotions.

With CoffeeBean and Ruckus Wireless, you can:

- **Provide exceptional user experiences** with the industry's most reliable, secure and high-performing wireless connectivity
- **Deliver personalized and real-time marketing** for retail, malls, entertainment venues, hotels, airports and consumer brands
- **Grow your business** with easy-to-use Wi-Fi portals and location-based analytics tools that help you better understand and engage with your customers