



# Why Cloud Management demand will surge with next enterprise tech refreshes

And why causing a Ruckus is a good thing

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Pervasive virtualisation and cloud adoption have moved more apps to the cloud and made edge connectivity more prominent and wireless. The advent of new and more efficient Wi-Fi such as [802.11ax or Wi-Fi 6](#) is expected to prompt a new wave of refresh cycles for enterprises.

Enterprise connectivity now supports more users, devices and applications for an increasingly mobile workforce. The best end-user experience has become a key priority, especially when business critical apps, workflows, operations are conducted over Wi-Fi.

On the other hand, enterprise IT departments are constantly asked to do more with less. Budgets are shrinking, making the task of supporting growing service-level agreements towards end customers an increasingly daunting one.

Moreover, Wi-Fi administration is becoming extremely time-consuming, especially in managing multiple, geographically dispersed sites. In addition, it often requires specialised skills or at the least, lots of training hours, to be an effective WLAN administrator.

Further, the issue of poor-quality Wi-Fi is a top enterprise concern. Reliable connectivity and good performance is critical for both employees and guests. As more operations are digital and connected, the Wi-Fi network is also critical to keep operations running smoothly and securely.

But many IT organisations are not able to scale cost-effectively to accommodate the inevitable growth in demand for more Wi-Fi.

Wi-Fi 6 is designed to allow for wireless data rates up to 10 Gbps. It supports today's increasingly congested radio environments, such as airports, stadiums, hotels, apartment and commercial buildings and entertainment venues. Wi-Fi 6's multi-user, multiple-input, multiple-output (MU-MIMO) technology enables any compatible access point (AP) to handle traffic from up to eight users simultaneously at the same speed.



However, to fully harness [Wi-Fi 6's true benefits](#), organisations need the right cabling infra-structure out to the AP. Wireless APs are evolving with increasing data rates. They are no longer just serving as transmitters, but also as a converged access platform where multiple functions are performed.

[Future-proofing switching infrastructure](#) is another important consideration in preparing for the deployment of Wi-Fi 6 wireless APs. Powerful Wi-Fi 6 APs warrant equally powerful switching infrastructure to deliver the best end-user experience. Organisations have been refreshing their Wi-Fi networks every three years to keep up with changing Wi-Fi standards and equipment, as well as a significant increase of devices per user.

In this regard, IT departments are increasingly opting for cloud-managed Wi-Fi, rather than on-premises Wi-Fi, because they can:

- Provision, manage, control and troubleshoot their Wi-Fi setup efficiently i.e. do more with less.
- Keep Wi-Fi infrastructure secure and up to date with latest software and patches across the whole enterprise at all times.
- Scale their Wi-Fi infrastructure without having to expand their staff.
- Get real-time analyses of security incidents or breakdowns and utilise customer feedback, reports and data to improve business decision making.
- Reduce time they spend on mundane support activities such as equipment maintenance and software upgrades.

Enterprise-grade Wi-Fi has become an essential platform for supporting new business opportunities by enabling innovative ways of interacting with customers and stakeholders. Beyond extending the useful life of infrastructure, IT departments are often challenged to provision, monitor, optimise and troubleshoot an enterprise-grade Wi-Fi network.

The [CommScope Ruckus Cloud](#) enables IT departments to achieve this with intuitive simplicity via a single web dashboard or mobile app and by eliminating the need for on-premises controllers. Even small IT departments can remotely and easily add users and wireless APs; administer guest networks; and manage entire Wi-Fi-

## Untethered in the cloud

For these reasons, IDC has reported that the cloud-managed Wi-Fi sector has been growing at [double-digit rates year-over-year](#), making it the fastest growing segment of the Wi-Fi infrastructure market. Growth has been driven by organisations seeking cloud WLAN management solutions for their distributed Wi-Fi sites to tap several advantages, including faster scalability, ease of management and a pay-as-you-grow subscription model.

Cloud-managed networking makes possible the rapid roll-out and support of advanced services across a range of verticals, including education, hospitality, brick-and-mortar re-tailers and assisted living facilities. It aligns with the need to meet the diverse demands of today's modern use cases, such as Internet of Things (IoT) deployments.



enabled buildings and campuses.

Ruckus Cloud merges single-pane management with network visibility and service assurance to allow IT teams to troubleshoot faster and proactively improve the user experience. Every element of connectivity and power delivery, including Wi-Fi and switching, copper and fiber structured cabling, and in-building cellular connectivity, is monitored by a single analytics engine and managed from a single, cloud-based console.

The platform is tightly coupled with [Ruckus Analytics](#), yielding an integrated management and network intelligence cloud service that unifies wired and wireless management.

Administrators can use Ruckus Cloud settings or network configurations to optimise radio frequency resources, such as limiting number of clients connected to a single AP and manual channel selection. Examples of Ruckus Cloud use cases include helping brick-and-mortar stores push truly personalised offers, solicit feedback via surveys, and support proximity marketing campaigns via detailed in-store analytics. Hotels can also enhance the overall guest experience, starting with no-wait check-



in and continuing with personalised Wi-Fi connectivity, way-finding, and Wi-Fi tagged room service trays.

## Cloud's eye view

CommScope's Ruckus Cloud advantages include:

- Proactive Wi-Fi performance management: AI-driven analytics tools enable IT to react quickly to issues and stop network anomalies from rising to the service-affecting level. IT teams can define and measure performance against SLAs, and clearly identify points of failure to facilitate a rapid response to user-reported network issues via remote client troubleshooting.
- Lower TCO: Capex/Opex is significantly reduced without sacrificing performance. Compared to competing solutions, it is able to deliver as much as 60% savings in deployment cost while being able to handle double the number of clients per AP.
- Simplified management: Intuitive UI and workflows via a native mobile app provide IT departments network-wide visibility and control. The app enables IT to easily deploy, monitor and manage the WLAN from anywhere.
- Investment protection: Migrate from one Ruckus architecture to another to meet changing needs. If subscription ends, APs can be reused with any other Ruckus wireless architecture: on-premises, cloud, controller-less.

Ruckus Cloud works with the latest 802.11ax and 802.11ac APs for indoor and outdoor installations. The bottomline is that CommScope's cloud-managed networking promises simplicity of deploying and managing a distributed Wi-Fi network that is more scalable than with on-premises controllers.

To find out more, sign up for a [free Ruckus Cloud trial](#).

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