RUCKUS®
COMMSCOPE

Driving technology as an amenity

Simply and profitably offer always-on Wi-Fi throughout MDU properties.
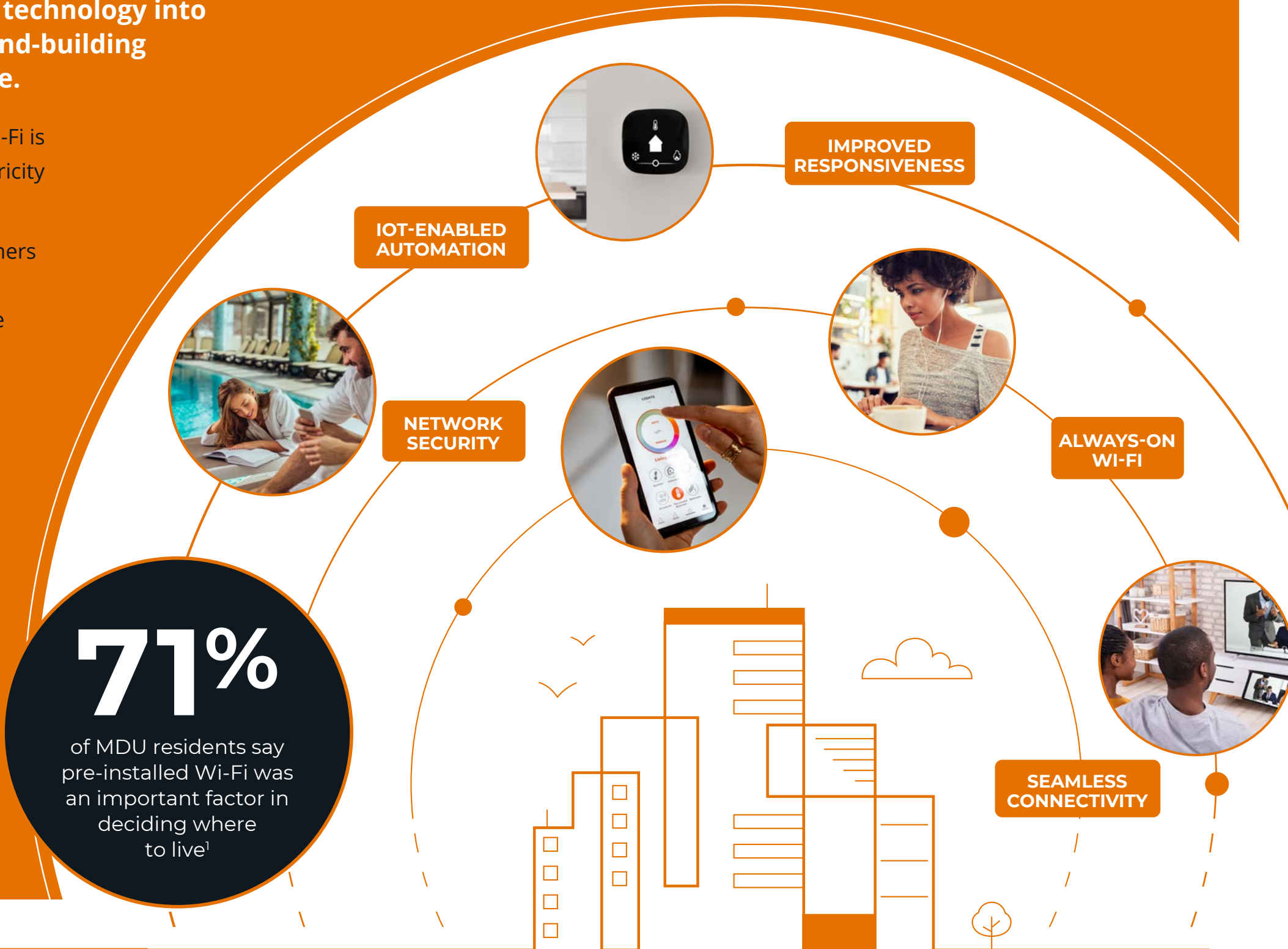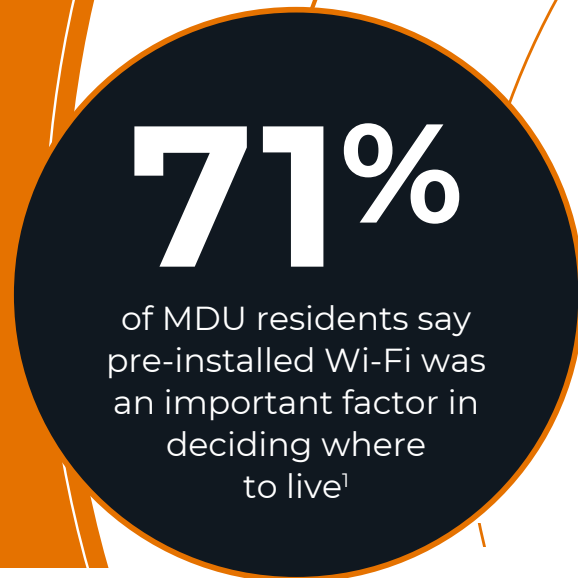
Partnerships in value

RUCKUS® technologies help transform MDU technology into a revenue-generating, profit-producing, brand-building asset that elevates long-term property value.

Resident expectations are evolving. Built-in high-speed Wi-Fi is rapidly becoming an expectation, on par with water, electricity and all the other MDU property amenities.

This trend is a powerful opportunity for both building owners and managed service providers (MSPs). Deployment of a single, property-wide Wi-Fi network can reclaim a valuable part of the resident experience from carriers, unlocking a brand-new revenue stream.

To leverage this opportunity, you need to have the right technology in place — a solution that's simple, smart, adaptable and efficient.

Only RUCKUS solutions deliver a complete configuration that is purpose-built to meet the current and future connectivity needs of all MDU property stakeholders — from owners, operators, MSPs and maintenance staff to everyone who calls these properties home.

IMPROVED RESPONSIVENESS

IOT-ENABLED AUTOMATION

NETWORK SECURITY

ALWAYS-ON WI-FI

SEAMLESS CONNECTIVITY

71%
of MDU residents say pre-installed Wi-Fi was an important factor in deciding where to live[1]

Happy residents, healthy NOI

As the pioneer and standard-bearer for managed Wi-Fi in MDU properties, RUCKUS solutions open a promising new revenue stream for owners that simultaneously reduces operational overhead.

$11.5 billion

in 2022 revenue potential for smart and IoT systems in MDU properties[2]

REVENUE OPPORTUNITY

Elevated resident experiences

Our always-on, high-performance Wi-Fi connectivity is available as soon as a resident moves in. This makes a strong first impression and reduces the risk of unreliable access when provided by multiple siloed networks. Owners can even make Wi-Fi calling an option as a workaround for 4G/5G limitations. The RUCKUS IoT Suite paves the way for next-gen "smart" door lock, thermostat, appliance and lighting control and more — conveniences that residents will appreciate.

Greater building efficiency

Receiving technology, services and support from a single connectivity provider takes less time to manage. Maintenance teams can complete resident move-in procedures and service calls much more rapidly with property-wide connectivity, freeing up more time to focus on other tasks and decrease truck rolls. IoT-enabled automation and usage insights reduce the building's energy footprint while producing data for analytics and reporting. And in the rare event an issue arises, the RUCKUS support team is always available to help.

LOWER OPERATING COSTS

Improved property value

By growing revenue even in fully occupied buildings and reducing overhead through property-wide Wi-Fi and IOT-enabled efficiencies, MDU property owners/developers have a powerful new tool for improving NOI performance. In addition, they can elevate brand visibility by offering the smart, resident-centric buildings the marketplace demands — properties that will continue to increase in value well into the future.

Flexibility for the future

RUCKUS software and hardware are engineered to support current and future connectivity standards, protocols and technology, featuring open compatibility with systems and devices from third-party providers. This helps to ensure properties can immediately leverage the latest innovations to stay on the cutting edge for years to come. MDU technologies including CommsScope® Rapid Fiber are designed to assist vintage properties with the cabling and infrastructure needed to offer the latest connected experiences to residents.

2 Continental Automated Buildings Association (CABA). Connected multi-dwelling units and Internet of Things, landmark research project. 2017: 22.

Better services, stronger brand equity

RUCKUS connectivity delivers the reliability, technology interoperability and innovation flexibility MSPs need to delight property owners and stand out in the marketplace.

MANAGE WITH CONFIDENCE

Reliable, high-performance technology
MSPs insist on specifying RUCKUS solutions because they know the technology works as intended, minimizing service headaches and making them look good to their customers. Our always-on connectivity has the same positive impact on resident satisfaction, which helps property owners attract and retain residents. So does the ability to provide next-gen "smart" door lock, thermostat, appliance and lighting control and more.

Ready for what's next, right now
With RUCKUS solutions, MSPs don't need to know the future of connectivity to feel confident they're prepared for it. The portfolio is engineered to support current and future standards, protocols and technology. Our open architecture is compatible with systems and devices from third-party providers. All of which streamlines integration requirements for MSPs — and equips them to keep property owners on the cutting edge of connectivity, adaptability and security.

ELEVATE YOUR BRAND

Powerful differentiation tool
Our technologies provide unparalleled MSP innovation flexibility. The industry's most robust API suite makes it easy to build exclusive new features into any RUCKUS enterprise-grade access point, helping to fight provider commoditization with a truly differentiated service offering. The RUCKUS Professional Services portfolio is available to help MSPs expand the range of their MDU service offering.

Long-term, value-added partnerships
RUCKUS support specialists serve as an extension of the MSP's troubleshooting team — accessible and eager to help you quickly resolve any challenges that emerge. We remain committed to providing MSPs with the very best software, hardware and applications for exceeding the expectations of MDU property owners.

$1.9 billion

in 2022 revenue potential for network services in MDU properties[2]

The 4th utility

Centralized, always-on Wi-Fi adds efficiency, convenience and security throughout the MDU property — from individual units, common spaces and the business office to the surrounding grounds and parking areas.

For owners/developers

Wi-Fi ready at move-in
No individual service sign-up
Eliminates overlapping Wi-Fi
No in-residence hardware
Easy onboarding

Streamlined MSP service
Single-provider support
Network analytics

Comprehensive building monitoring
Utility consumption management
Air and water quality monitoring
Security and emergency alerts
Smart device controls
Occupancy sensors
Service alerts

For service providers

Easy network management
On-demand network visibility
Simplified configuration
Future-proof standards
Robust API platform
Adaptable integration
Network security

For residents

Always-on connectivity
Elevated resident experience
Maintenance responsiveness
Resident-controlled Wi-Fi
IoT-enabled automation
Smart device controls
Wi-Fi calling options

Simplified transportation, parking and delivery

Centralized network management for MSPs

Secure, hassle-free Wi-Fi onboarding

Resident, staff and guest access control

Property-wide alerts and notifications

Smart control of door lock, lights, appliances, thermostat and more

Community connection and communications

Property-wide connectivity

The complete technology solution

The RUCKUS Managed Wi-Fi Network portfolio helps MDU properties deliver more value with less infrastructure.
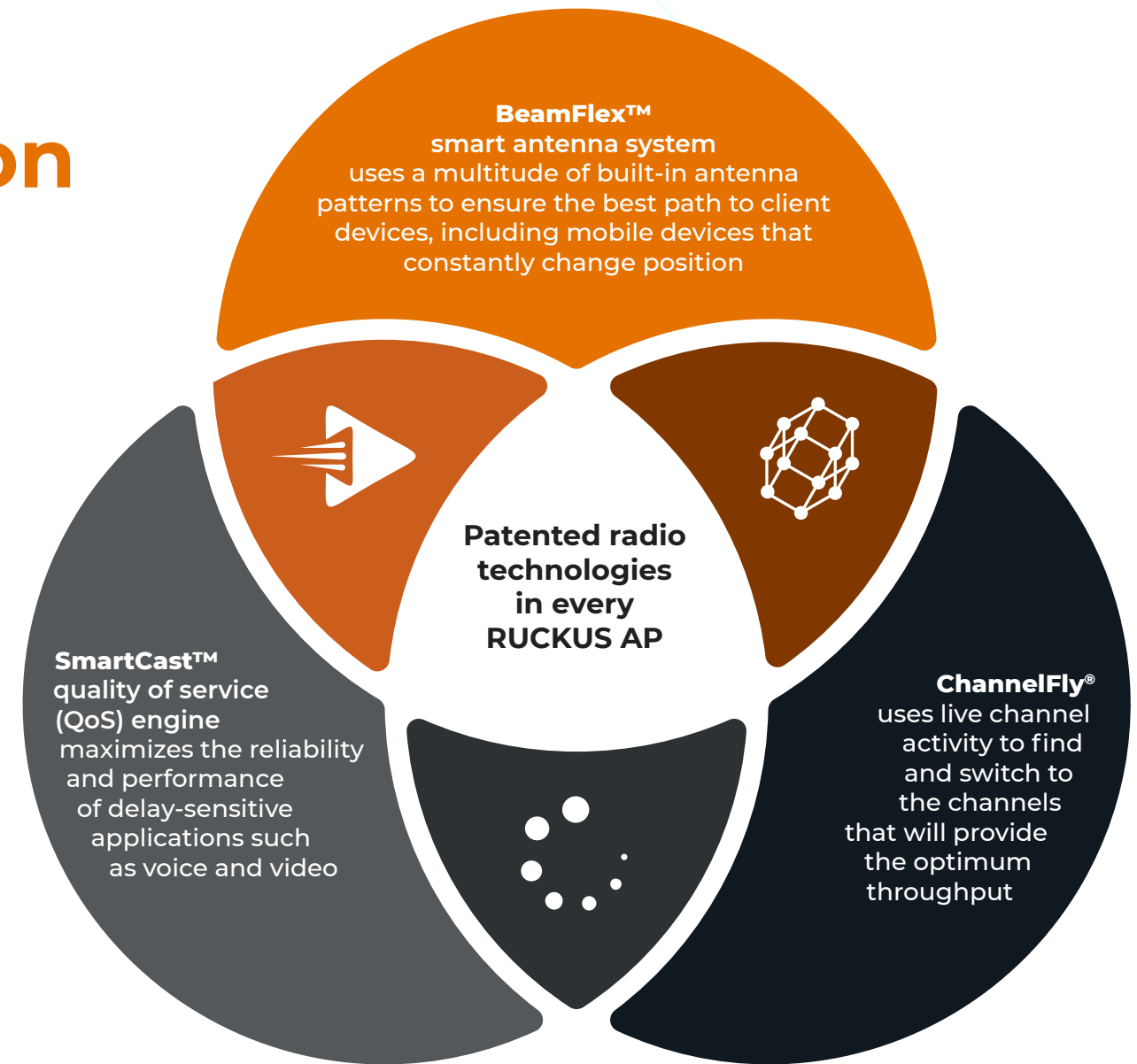
RUCKUS IoT Suite

Capable of running multiple IoT technologies on one unified network, the RUCKUS IoT Suite eliminates the need to run separate networks for each application that uses a different protocol. Instead, the RUCKUS IoT controller supports all the leading protocols and is architected to support future protocols and standards as they arise, as well as nearly universal third-party network interoperability.

RUCKUS Access Points

MDU properties often present frustrating problems for Wi-Fi, especially when using consumer-grade technology. Building materials can weaken or totally block radio signals and poor placement or overuse of access points (APs) can cause co-channel interference. In common areas, entire networks can crash if they're not configured to handle the excessive demand.

RUCKUS APs with patented BeamFlex™, SmartCast™ and ChannelFly® technologies optimize signal and channel performance in challenging MDU environments. RUCKUS switches ensure a simple, secure and scalable high-performance network with multi-gigabit and enhanced Power-over-Ethernet capabilities.

BeamFlex™
smart antenna system uses a multitude of built-in antenna patterns to ensure the best path to client devices, including mobile devices that constantly change position

Patented radio technologies in every RUCKUS AP

SmartCast™
quality of service (QoS) engine maximizes the reliability and performance of delay-sensitive applications such as voice and video

ChannelFly®
uses live channel activity to find and switch to the channels that will provide the optimum throughput

RUCKUS CloudPath Resident Portal

Unique to the MDU market, the RUCKUS CloudPath Resident Portal provides residents with a simple and secure experience for Wi-Fi onboarding, seamless roaming network personalization and IoT-enabled control from their mobile devices.

RUCKUS Analytics

This powerful cloud-based machine learning/artificial intelligence service provides building managers and ownership groups with valuable insight into network operations. RUCKUS Analytics accelerates troubleshooting and helps to ensure that IT teams meet their network SLAs.

CommScope ONECELL® In-Building 4G/5G Small Cell

MDU properties are particularly hostile to cellular signals — and higher-frequency networks like 5G have the hardest time penetrating buildings. With CommScope ONECELL, MDU properties can offer strong, reliable 4G/5G cellular service anywhere on the grounds from within their managed Wi-Fi network. Rock-solid cellular connectivity throughout the property is a benefit that many residents will happily pay for.

Find out more about how simple, powerful and profitable managed Wi-Fi can be for MDU properties

Explore how RUCKUS solutions enable exceptional connectivity experiences throughout the MDU property.

www.commscope.com/solutions/solutions-by-industry/multi-dwelling-units/

RUCKUS
COMMSCOPE