

Highlights

Encapto WiFi and Ruckus Wireless cut through the Wi-Fi complexity, and make it easy to connect and engage with customers in your venue.

- Encapto CloudDeck: Total control of your Wi-Fi infrastructure in one place, with easy-to-launch customer portals and campaigns.
- Ruckus Smart Wi-Fi Technology: Secure, reliable and high-performance Wi-Fi connectivity with advanced location services.

Key Benefits:

- Easily manage Wi-Fi services for venues of any size—from a small café to a stadium full of connected users
- Get exceptional performance, range and scalability with Ruckus Smart Wi-Fi
- Onboard users however you choose—free, paid, social media, survey-based and more
- Create customized portals and campaigns that leverage Wi-Fi to grow your business

Encapto and Ruckus Wireless

Connect and Engage with Customers Everywhere in Your Business

The Challenge

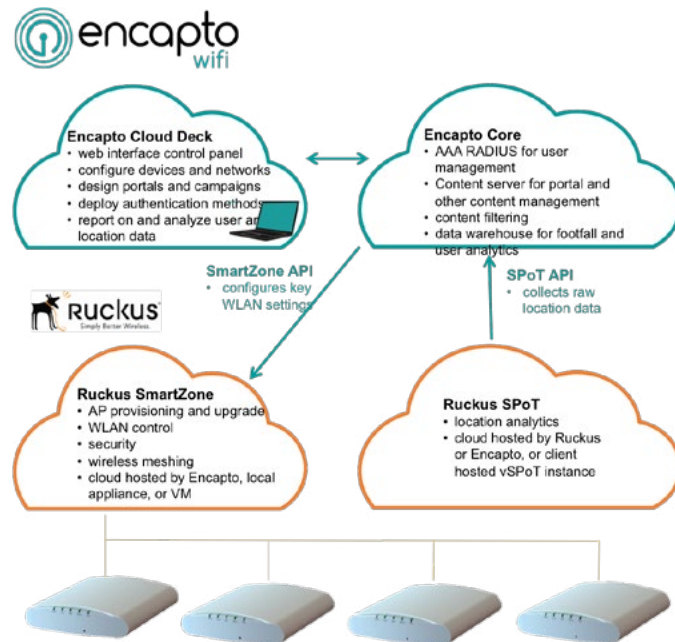
High-quality, reliable wireless connectivity is now a basic expectation for consumers in any venue. For businesses juggling complex network technologies, security and scalability concerns, it can be tempting to write off Wi-Fi as just a cost of modern business. But Wi-Fi can also be a huge opportunity. Ubiquitous wireless access in your venue does more than keep customers and guests happy. It opens new avenues to engage with customers, influence behavior at the point of decision, tap new revenue streams and better understand how people use your space. That is, if you can get Wi-Fi right.

The Solution

Encapto Wi-Fi, running on a Ruckus Wireless infrastructure, makes it easy to deliver secure, reliable and high-performance Wi-Fi connectivity, and engage with users everywhere in your venue. Use Encapto as a one-stop solution for comprehensive wireless configuration, control and reporting—either onsite or from the cloud—with full-featured user engagement and analytics.

Encapto fully integrates with Ruckus “Smart Wi-Fi” infrastructure for unsurpassed performance, reliability, security and scalability, as well as advanced location services. Together, Encapto and Ruckus Wireless deliver everything you need to create an exceptional experience for your users, and harness the full potential of Wi-Fi engagement and analytics to fuel business growth.

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Encapto WiFi: One-Stop Shop for Wi-Fi Management and Customer Engagement

Encapto makes Wi-Fi connectivity easy. You can control your entire wireless infrastructure—configuration, management, reporting and control systems—from a single, simple web interface. And you can create custom captive portals and campaigns that turn Wi-Fi from a cost center into an essential engagement tool.

Encapto provides:

- **Reliability at scale:** Built on carrier-class AAA RADIUS standards, Encapto reliably serves millions of Wi-Fi sessions a month. Deployed onsite or running in Amazon's AWS cloud, it connects wireless networks of all sizes—cafés, stadiums, public transportation hubs and even large municipal networks.
- **Flexible authentication:** Encapto uses carrier-grade RADIUS services and Ruckus security protocols for sophisticated user and session management. Onboard users however you choose: via “click and go” authentication, unique or shared passwords, paid access, SMS or email authentication, or authentication via your own database. Set time, capacity and speed limits for each user or authentication method, and apply granular access controls to hotspots individually or in groups.



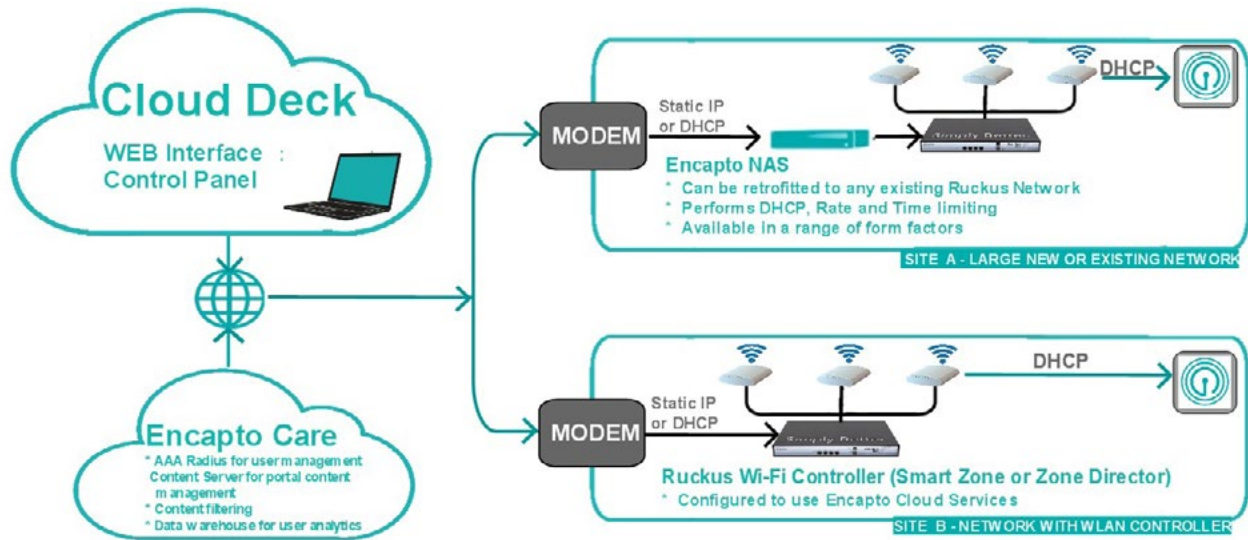
Encapto and Ruckus Wireless

- **Simple, dynamic customer engagement:** With Encapto Portal Builder, even non-technical staff can quickly and easily create branded, highly responsive web authentication portals. Gain valuable insight into your customers by tying social media logons, SMS and email, and even surveys into user authentication. Or, generate recurring revenues through paid credit card access. Encapto includes complete content management, templates and themes for creating mobile-friendly interfaces in minutes.
- **Expanded influence at the point of decision:** With Encapto Campaign, you can deliver targeted advertising based on pre-defined triggers or schedules, and get your message to users where and when it matters most.
- **In-depth insight:** Encapto offers comprehensive Wi-Fi reporting and analytics from a simple dashboard. Review hotspot status, usage and other key information, such as location analytics, at a glance.
- **A “Pay-as-You-Grow” platform:** Encapto’s modular approach means expanding your network or adding new Wi-Fi functionality is quick, easy and cost-effective. Seamlessly manage a remote standalone location with a handful of users, a large multi-tenant retail deployment or even a stadium full of concurrent connected users. You can start small and simple, and grow into a large-scale, full-featured W-Fi environment while keeping costs low every step of the way.

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.

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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 controllerless single site installations to the largest carrier Wi-Fi deployments world wide, Ruckus offers complete, proven controller options to meet your needs. Controllerless, 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 foot fall 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.

Encapto and Ruckus Wireless

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

Wi-Fi is becoming table stakes for almost any business. Together, Encapto and Ruckus Wireless can help you get the most from your wireless investments, and turn your Wi-Fi infrastructure into a foundation for business growth.

With Encapto and Ruckus Wireless, you can:

- **Deliver exceptional user experiences** with the industry's most reliable, secure and high-performing wireless connectivity
- **Cut through Wi-Fi complexity** with simple, one-stop management and control of your entire Wi-Fi environment
- **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