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# RUCKUS Analytics

Solving the service assurance challenge for the hospitality industry

# Simplifying service assurance

Hotel guests care more than ever before about the availability of Wi-Fi. Wireless access also depends upon the wired network. It's one of the most important services a hotel offers – and keeping the network performing to guest expectations is one of the most difficult and time-consuming tasks for the IT team.

As the number of support tickets mounts, it becomes harder to meet SLAs, and many hospitality groups are spending thousands of man hours trying to resolve problems with network connectivity.

## **Unhappy guests. Unproductive employees. Stretched budgets.**

There has to be a better way.

**CommScope** is pushing the boundaries of technology to create the world's most advanced wired and wireless networks. Our global team of employees, innovators and technologists empower customers to anticipate what's next and invent what's possible. Discover more at [www.commscope.com](http://www.commscope.com).

**70%**  
market share

RUCKUS IS A MARKET LEADER IN THE HOTEL INDUSTRY, WITH **70% MARKET SHARE IN THE 4\* & 5\* HOTEL BRANDS WORLDWIDE.**

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# The need for 5\* connectivity

Three broad trends need to be addressed to provide some context: network complexity, cloud adoption and automation.

## Automation

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Networks are not just becoming larger and more powerful; they are becoming smarter. Innovations such as machine learning (ML) and artificial intelligence (AI) are making it easier for IT teams to cope with the burden and deliver a 5\* Wi-Fi experience to every guest.

## Cloud services

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As in other industries, hospitality groups increasingly look to the cloud when it comes to deploying new software technologies. Cloud services provide many benefits that on-premises software cannot provide. For example, cloud services offer effortless capacity expansion – ideal for supporting multi-site networks.

## Network complexity

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Exponential growth of data use places ever-increasing demands on networks. As demand increases, so does the complexity of the networks. Hospitality groups need to maintain large, often fragmented networks across multiple properties. There is a lot that can go wrong – and a lot at risk if it does.



# From front desk to help desk. And beyond

If a guest has a problem, they go to the front desk. They refer the problem to the IT help desk. Without the proper tools for network intelligence and service assurance, each issue requires manual investigation by one or more team members.

From knowing there is a problem to fixing it can take significant time, resource effort and disruption, impacting guest satisfaction and often operations. It's reactive, and inefficient. And all the while, the number of support tickets continues to grow.

Imagine how much time and money could be saved if there was a system that provided actionable intelligence, one that told you exactly what was wrong and how to fix it? Better still, how much more efficient could the team be if they could address network issues before they affect guests and employees?





# Introducing RUCKUS Analytics: automation with machine learning and artificial intelligence

Full visibility into all your hotels.

RUCKUS Analytics is a cloud service for network intelligence and service assurance. Powered by machine learning and artificial intelligence, it gives IT comprehensive visibility into network operations. It accelerates troubleshooting and helps IT teams meet their network SLAs.

Past

Basic Reporting  
**DATA AGGREGATION**

Present

Auto-identify & Recommend  
**MACHINE LEARNING**

Future

Auto-remediate  
**ARTIFICIAL INTELLIGENCE**

# Key features

## Incident analytics

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RUCKUS Analytics automatically detects network incidents flowing from network anomalies that can affect service for guests, and classifies the incidents by severity. It performs a root cause analysis and makes specific recommendations for steps that the IT help desk can take to remediate the issue.

Because one root cause has the potential to affect multiple guests, by taking steps to remediate an issue some future service issues can be avoided entirely. The system also identifies some incidents before they affect service, allowing the IT help desk to act proactively to avoid service disruption.

## Network health monitoring

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RUCKUS analytics automatically monitors network health, continuously measuring a variety of metrics across three categories: connection, performance and infrastructure. IT teams can establish SLA thresholds for metrics across these categories, and the system measures performance to those SLAs.

IT gains insight into network operations across multiple locations, with the ability to readily demonstrate to others the status of network health.



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# Key features

## Client troubleshooting

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Client troubleshooting lets IT search for individual clients on the network and drill down into their connectivity history. IT gains visibility into connectivity events such as when a client connects or disconnects, fails to connect, roams between access points and more. This helps IT to address service issues affecting specific clients quickly and effectively.

## Pre-packaged reports and summary dashboard

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RUCKUS Analytics includes an intuitive summary dashboard that provides a high-level view of network operations across all your locations, with the ability to easily drill down to the most granular levels.

The service comes with a wide variety of pre-packaged reports so that you can get started fast. You can download reports as raw data, a PDF file or a CSV file. Forward the results to stakeholders inside or outside the organization.



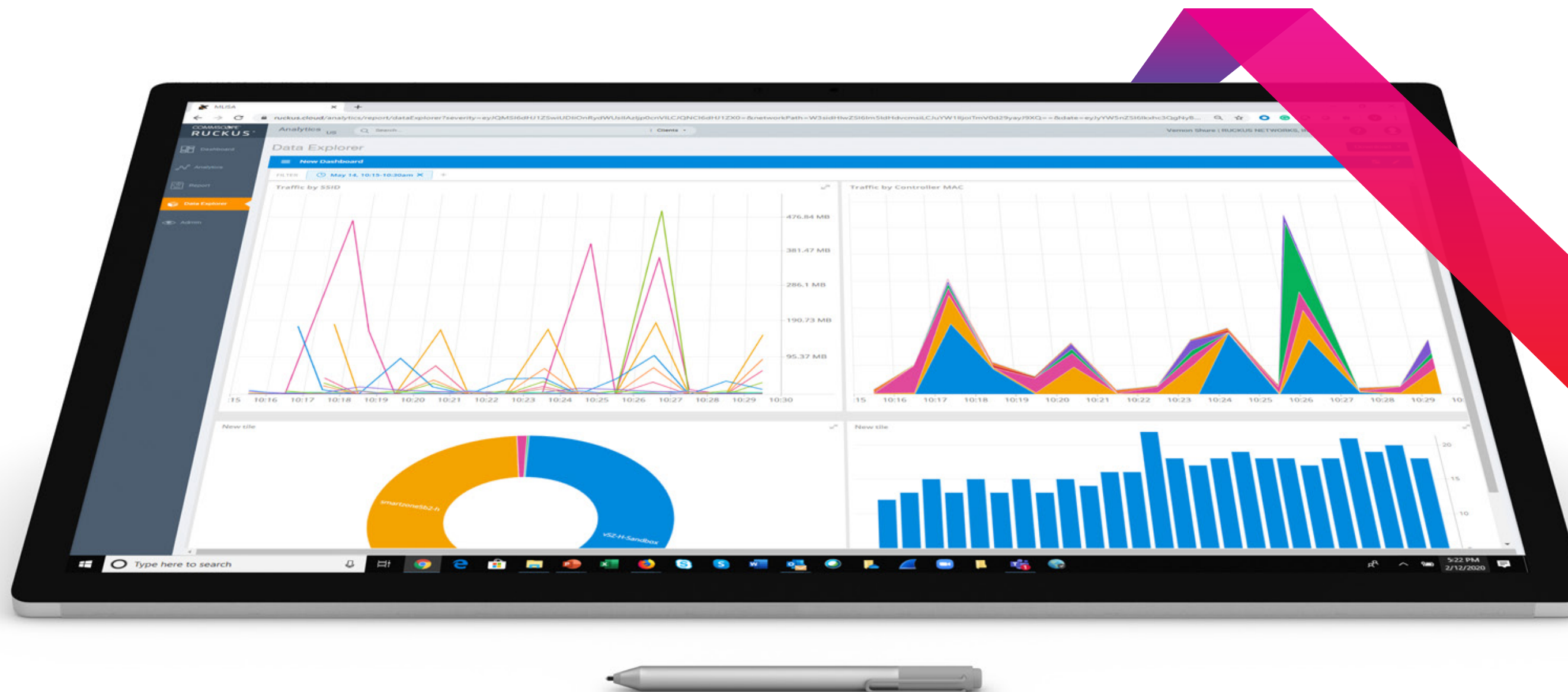


# Key features

## Data explorer

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The Data Explorer tool provides flexible access to the entire data warehouse. It also lets you create custom dashboards tailored to your needs with drag-and-drop ease.





# Take the pressure off with RUCKUS Analytics

RUCKUS Analytics brings relief to hard-pressed IT teams. It automates routine service assurance tasks with artificial intelligence and machine-learning techniques to make IT more efficient.

It gives you complete visibility over the entire network, identifying the root cause of any network issue and helping you quickly resolve it. It also helps prevent problems from affecting guests and internal users by letting you remediate network issues before they become critical.

IT can deliver a better user experience and is no longer forced to over-allocate resources to help desk activities associated with service assurance. You're free to focus on other projects rather than connectivity issues.

# Learn more

Find out more about how RUCKUS Analytics can make life easier for your IT team and better for your guests.

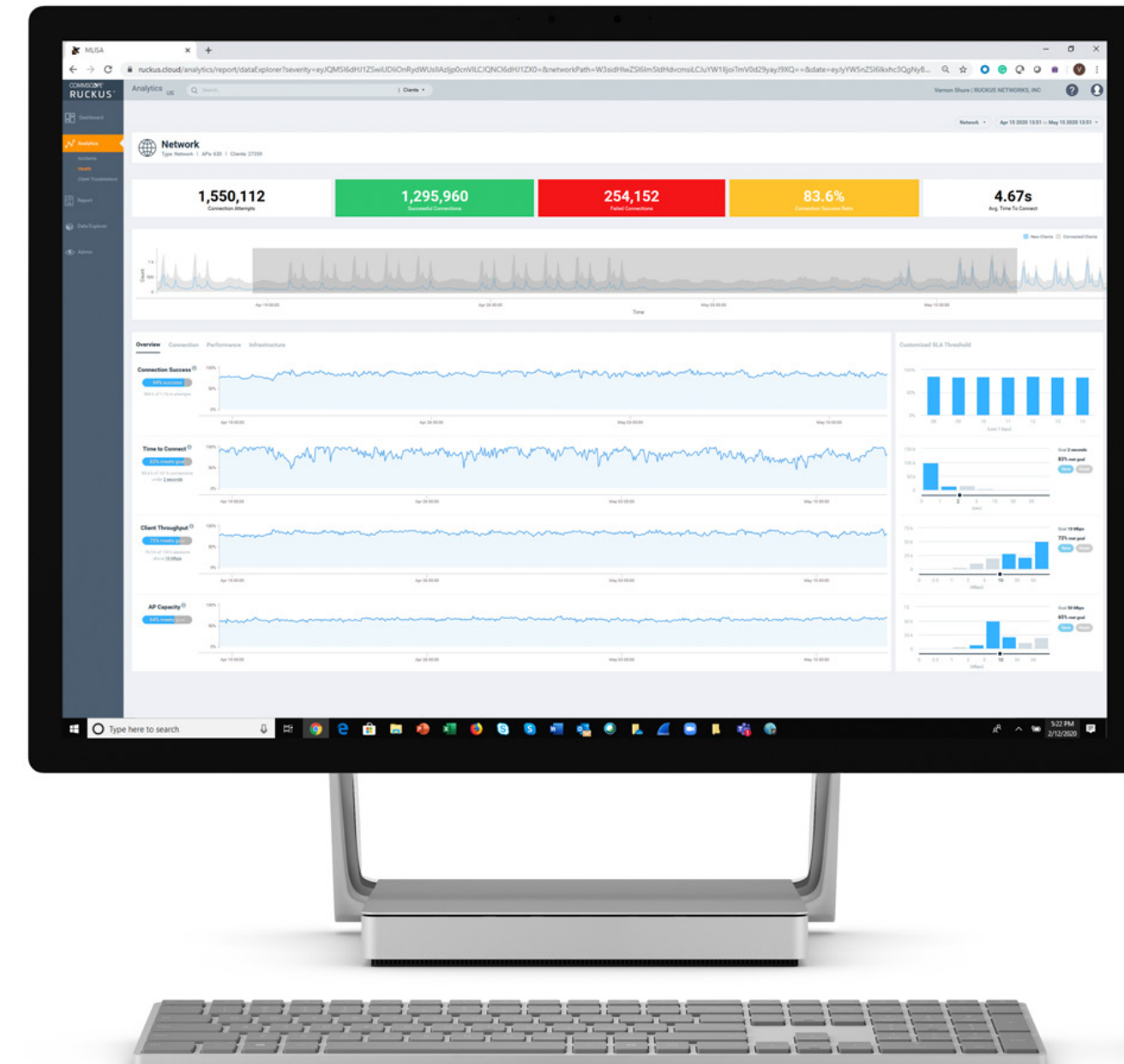
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*Enterprise network operators today have an unprecedented amount of network health and performance data. But harnessing that data for maximum benefit is an immense challenge and requires a modern cloud-supported, machine learning–powered analytics platform.*

**IDC Technology Spotlight** sponsored by Commscope, Network Visibility and Analytics: Gain Insights and Actionable Data from Your Network, December 2019



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