

# CLOUD WI-FI + PURPLE BUNDLE PROMOTION

Simple, Seamless and Robust Cloud Services for Enhanced Customer Engagement and Experience



PROMOTION

## COMBINE CLOUD WI-FI MANAGEMENT WITH POWERFUL CUSTOMER ENGAGEMENT ANALYTICS

### PROMOTION FLYER REGION:

North America

### PROMOTION PERIOD:

October 2018 – June 30, 2019

### PROMO CODE:

RKS-0104



## JOINT SOLUTION OVERVIEW

Retail & Hospitality environments can provide powerful Guest Wi-Fi while with Ruckus Cloud Wi-Fi and utilize the Customer engagement software from Purple with this joint bundle now available through Ruckus distribution!

Ruckus Cloud Wi-Fi and Purple is a WLAN solution bundle for Retail and Hospitality customers that want easy, powerful cloud-managed Wi-Fi together with rich analytics for customer engagement. Special pricing for 1, 3 and 5-year bundles is available for a limited time on this solution that delivers:

- Best-in-class Wi-Fi performance with simplified cloud management
- Rich analytics to influence customer behavior
- Remote management of Cloud Wi-Fi and Purple by either the customer or partner
- Aggressive, competitive pricing

## ABOUT RUCKUS CLOUD WI-FI

Ruckus Cloud Wi-Fi makes it easy for organizations of any size to deploy, monitor and manage a distributed Wi-Fi network. Customers get both simplified wireless LAN management together with high-performance Ruckus access points (APs).

- Monitor and manage Wi-Fi network from anywhere using an intuitive, “single pane-of-glass” web interface and full-featured mobile app
- Improve network planning with usage insights from real-time and historical analytics
- Ability for network to be customer-managed, or outsource management to authorized Ruckus partner

## ABOUT PURPLE

Purple is a software solution that ‘sits’ on top of your existing guest Wi-Fi network. When guests connect, Purple captures their data via a captive login portal, and tracks their movement whilst in your venue using their devices’ unique MAC address. All of the data captured is stored within a centralized reporting dashboard, ready for you to use to engage more effectively with your guests.

- Provide missing business intelligence for physical locations
- Allow sites to utilize a software overlay onto our client’s guest Wi-Fi, and collect data on everyone who enters into their venues
- Just like Google Analytics has provided meaningful data for the online, Purple provides the same level of insights for physical spaces

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| ELIGIBLE SKUs (PRICING BEFORE PROMOTION)<br>PART NUMBER | BUNDLE DESCRIPTION            | UNIT LIST PRICE | MIN. QUANTITY |
|---|-------------------------------|-----------------|---------------|
| <b>1 Year Bundle</b>                                    |                               |                 |               |
| CLD-RKWF-1001   | Cloud Wi-Fi 1-yr subscription | \$95.00         | 20            |
| EN-1YAP   | Purple 1-year subscription    | \$270.00        | 20            |
| <b>3 Year Bundle</b>                                    |                               |                 |               |
| CLD-RKWF-3001   | Cloud Wi-Fi 3-yr subscription | \$190.00        | 20            |
| EN-3YAP   | Purple 3-year subscription    | \$729.00        | 20            |
| <b>5 Year Bundle</b>                                    |                               |                 |               |
| CLD-RKWF-5001   | Cloud Wi-Fi 5-yr subscription | \$285.00        | 20            |
| EN-5YAP   | Purple 5-year subscription    | \$1,080.00      | 20            |

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