# Location Based-Services Solution

## LEVELS OF SERVICES

- SPoT Point: detects client locations in real-time through drop-pin analytics, with a range of 5-8 meters at 80% confidence. Well suited for high-density deployments.

- SPoT Presence: use proximity analytics to detect overall number of devices located to the nearest AP. SPoT Presence is a cost-effective solution with location analytics that is ideal for smaller venues with fewer APs.

## DEPLOYMENT OPTIONS

- Ruckus SPoT can be purchased as a cloud-based subscription, or as Virtual SPoT, a virtualized instance deployed on-premise with no reoccuring costs.

The explosion of smart devices and the need for greater network density is transforming the way enterprises engage with customers. Increasingly, consumers are gathering and sharing information when traveling, shopping, and even attending lectures in the classroom. IT managers are challenged with meeting these growing needs for a robust and reliable WiFi network, while finding new and innovative methods for consumer engagement.

The Ruckus Location-Based Services (LBS) Solution allows service providers and enterprises to gather key customer insights and develop new engagement models. Retailers, stadiums, transportation hubs and schools can utilize Ruckus LBS to interact with users based on precise location. Deployed on top of existing Ruckus Smart WiFi, Ruckus Smart Positioning Technology (SPoT ™) provides key data, such as footfall traffic visualization via heat-map by zone, floor, and venue. Real-time data is secure and saved up to two years for review and analysis.

### Distributed Management and Integration of Bluetooth Low Energy (BLE) Beacons

Complementary to WiFi location analytics, BLE beacons provide more granular accuracy, within one meter, to a specific location. Location intelligence resides in the mobile application that reacts to the beacon to push targeted announcements, promotions, and information to a customer's mobile device.

Ruckus ZoneFlex access points (AP) are capable of serving as a two-way distributed management and asset and security monitoring platform for BLE beacons. Ruckus is partnered with Gimbal, a leader in location and proximity-based mobile engagement through beacon technology. The Ruckus ZoneFlex R710 indoor AP and ZoneFlex H500 wall switch support Gimbal as well as iBeacon technology with Ruckus SmartZone and ZoneDirector controllers.

### LBS Ecosystem Program

Engagement APIs enable ecosystem partners to create a new generation of mobile applications with location intelligent features. Through these joint solutions, enterprises will be able to locate customers, send targeted information, such as terminal maps and directions, and promotions to their mobile devices, and analyze marketing effectiveness.

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