



data sheet

Ruckus Smart Access Management Service

FEATURES AND BENEFITS

- Carrier-grade cloud Wi-Fi with a pay-as-you-grow service model
- Cost effective solution for small deployments to large deployments supporting thousands of clients devices
- Reduces time to market by simplifying the setup, deployment, and provisioning process.
- Flexible Wi-Fi deployment options with cloud hosted or on-site management
- Designed for ease-of-use with effortless setup and an intuitive cloud based portal
- Equipped with powerful monetization tools that provide the platform for advertising and branding
- Modular configuration screen removing the need for skilled IT staff for setup and ongoing management

MOVING SMART WI-FI INTO THE CLOUD

Smart Access Management (SAM) is the first carrier-grade, hosted public cloud Wi-Fi service. SAM brings together best-in-class Wi-Fi with cloud computing to simplify the provisioning, management and monetization of public Wi-Fi access.

SAMs combines all the requisite components for offering public Wi-Fi access such as WLAN management, social logins, authentication, content controls, advertising options and migrates them to the cloud. This simplifies and speeds the deployment of public Wi-Fi access while reducing cost without compromising features or functionality.

Simply better public Wi-Fi with SAMs

The SAMs Public Wi-Fi Access model includes setup from a trained, authorized Ruckus channel partner, flexible deployment options, the tools to enable easy monetization, plus rich analytics and demographics data. SAMs is a perfect fit for small venues that require a single Wi-Fi Access Point and can scale up to large multi-site deployments with hundreds of access points.

Smart Access Management SERVICE

Login to SMART Access Management Service

Username

Password

Stay logged in

[Forgotten password?](#)

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MOVING SMART WI-FI INTO THE CLOUD

EFFORTLESS SETUP

With Ruckus Smart Access Management deploying public Wi-Fi has never been easier.

Utilizing the flexibility of the SAMs cloud hosted subscription model, combined with effortless setup, the solution can be deployed within minutes. This greatly reduces the time it takes to deploy public Wi-Fi Access.

Setup includes 3 steps that involve a Ruckus Value Added Reseller (VAR) to assist in the process.

- 1) Subscribe and Define:** The service is defined for the hotspot with service parameters, user journey, advertising and login options
- 2) Configure and Deploy:** Wi-Fi is configured and deployed by the Ruckus partner on the customer's premises
- 3) Manage and Monetize:** With Wi-Fi and hotspot service configured, customers benefit from the actionable and granular analytics, and monetization of Wi-Fi with branding and advertisement opportunities

FLEXIBLE DEPLOYMENT OPTIONS

Ruckus offers flexible deployment options for new customers or existing customers with Ruckus WLAN infrastructure already in place.

SAMs Cloud: Hosted

SAMs fully cloud hosted solution. The SAMs cloud hosted option provides the power and flexibility that comes with cloud services such as high availability, scalability, and pay-as-you-grow model. Existing Ruckus customers with local ZoneDirector controllers have the option to migrate WLAN management entirely to the cloud.

SAMs Cloud: Onsite

SAMs Onsite provides the flexibility of traditional, local WLAN infrastructure and management using a Ruckus ZoneDirector.

Both SAMs Hosted and Onsite options provide the powerful cloud based registration portal including all the advertising and monetization tools.

EASY 3-STEP PROCESS

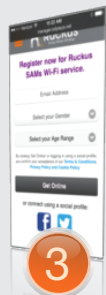
Deployment within minutes



1
Subscribe
and Define



2
Configure
and Deploy



3
Manage
and Monetize



SAMs provides flexibility with cloud hosted Wi-Fi or locally managed Wi-Fi using a Ruckus ZoneDirector.

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MOVING SMART WI-FI INTO THE CLOUD

MONETIZATION MADE EASY

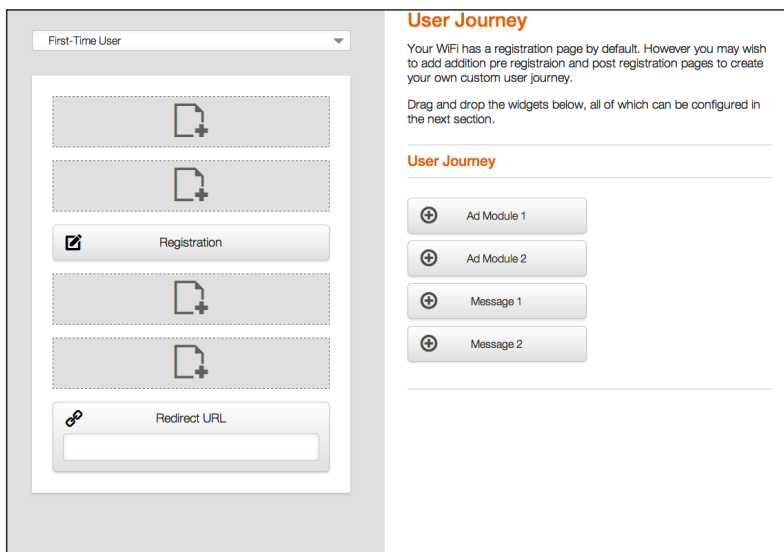
SAMs provides easy monetization through a customizable customer facing guest portal with the option for social login, a customizable user journey for advertising and specialized messaging as well as powerful analytics. For simplicity, the portal includes a wizard driven administration interface that provides a step-by-step configuration process and does not require any HTML coding.

- **Wizard-driven Setup:** The SAMs administrative interface includes a step-by-step wizard driven setup and does not require HTML or coding expertise to configure or manage. The administrative interface is effortless to setup and edit, which allows for ad-hoc changes to the customer facing guest portal.

- **Customizable User Journey:** The User Journey defines the step-by-step process that a Wi-Fi user walks through to attain access. The User Journey menu is designed to be configured by someone with zero IT experience. The modular based configuration can be setup with zero web development knowledge, HTML coding, or background in configuring web sites.

Designing the user journey is simple with drag and drop customizable modules. Venues can monetize Wi-Fi with promotional branding or advertisement.

Targeted advertising: With granular analytics and historical reporting, venue owners can create targeted branding and advertisements based on the demographics of their customer base.



SAMs User Journey provides a visual platform to design a customized Wi-Fi experience.



Venues can monetize Wi-Fi with promotional branding and advertising.

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RICH DEMOGRAPHICS AND ANALYTICS

SAMS also includes a powerful analytics dashboard that provides granular detail. The dashboard provides detailed analytics in an easy to read dashboard that provides venue owners with the information required to customize the registration page, advertising, and provide additional services.

At-A-Glance Dashboard

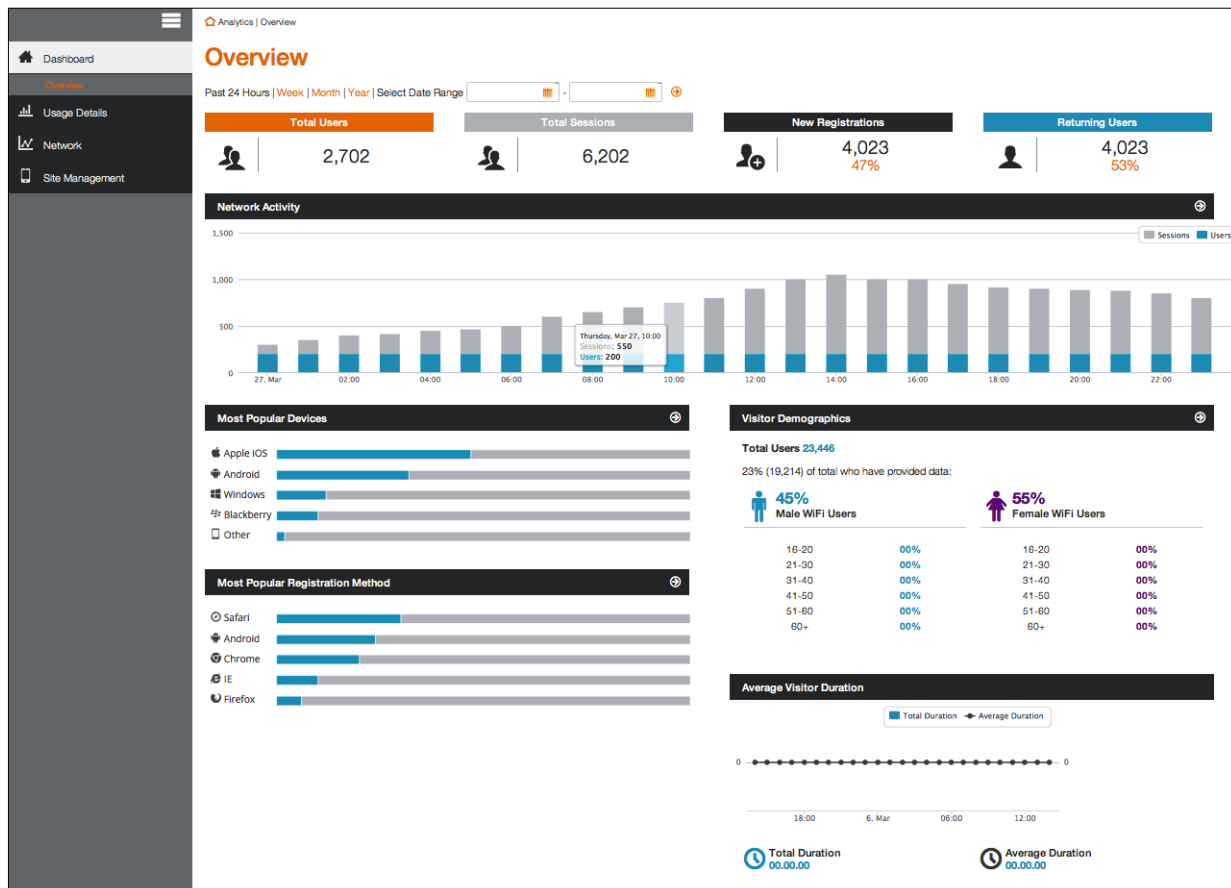
SAMS dashboard overview provides a comprehensive, at-a-glance view of all Wi-Fi usage based on range of metrics such as total users, sessions, new users and registrations, returning users, and a time based view of network activity. The entire dashboard can be customized to provide historical data and includes multiple preset options for weekly, monthly, and yearly reports.

Visitor Demographics and Reporting

Wi-Fi user details can be viewed by login methods, gender, age group, and other analytics that provide venue owners with powerful insights about Wi-Fi users.

SAMS Analytics provides a wide range of reports. Additional analytics functionality also include dashboard view and graphical reporting on the following:

- Registration Method (e-mail, Facebook, Twitter)
- Total Registered Users
- Total Sessions
- New vs. Returning Users
- Average Visitor Duration
- Device Types
- Browser Versions
- Visitor Demographics (Gender, Age range)
- Access Point Status



SAMS dashboard provides an overview of Wi-Fi user insights visually and can be customized for historical reporting.

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MANY REGISTRATION METHODS

Simplifying the login experience, customers can provide multiple login options. The device friendly guest portal is designed to provide an appealing Wi-Fi logon experience and can be configured for multiple login options such as:

- Social Login reduces the complexity of Wi-Fi access with a one-click sign-on option. Both Wi-Fi end users and venues can take advantage of the benefits that come with social medial sign-on.
- Additional login options include optional or mandatory field such as email address, gender, and age group.

Highly Customizable

SAMS is highly customizable, giving organizations the ability to personalize the user experience based on features and functions important to their business and target user base. Customizable options include:

- Logos, Text, Colors and more
- Self Register options (email, gender, age)
- Social Media Login (Facebook, Twitter)

Network Connection options

Venues can create both open public Wi-Fi access services as well as as well as secure local access service for staff using discrete SSIDs and security options. These services can be assigned with a range of service enforcement options that are defined and enforced per SSID.

Public Access Service

- OPEN SSID with URL Re-redirect to SAMs registration Portal
- Wireless Client Isolation

Local Access Service

- Customer SSID for Secure Local Access (802.1x/PSK)

Service Enforcement Options

- Time Based
- Time Period of enforcement
- Session Length
- Number of Sessions
- Data Based
- Upload/Download Bandwidth
- Content restriction and filtering

Service enforcement provides detailed settings with an intuitive user interface

1. Time
Please select how long you wish to provide FREE WIFI access?

Custom

Session length: 00.45

Total no. of sessions: 4

Over what time period? Months 1

Unlimited Free WiFi Access:

2. Access Settings
Please create your 'policy' access settings for each of the below

Speed

Download speed (Mbps): 5Mbps

Upload speed (Mbps): 2Mbps

Make speed unlimited:

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ROBUST CLOUD-BASED WLAN ADMINISTRATION

SAMs cloud administration dashboard is purposely designed for effortless setup and ease of use while providing enterprise grade configuration and reporting options. The dashboard provides a holistic view of the WLAN with visibility into site performance, detailed monitoring capabilities, historical reporting and more.

Ruckus has simplified WLAN configuration with SAMs cloud hosted Wi-Fi. With an intuitive configuration panel, SAMs can be configured and deployed with basic understanding of WLAN configuration. SAMs provides the basic configuration parameters required to setup the Wi-Fi service.

Create New AP Zone

General Options

Zone Name: * Heathrow Airport

Description:

AP Firmware: * 2.1.2.0.84

Country Code: United States
Different countries have different regulations on the usage of radio channels. To ensure that this zone is using an authorized radio channel, select the correct country code for your location.

AP Admin Logon: * Logon ID: ruckus.internal.0021 Password: *****

Syslog Options: Enable external syslog server for APs in this zone

Mesh Options

Enable: Enable mesh networking in this zone

Radio Options

Radio Options b/g/n (2.4GHz)	Radio Options a/n/ac (5GHz)
Channelization: 20	Channelization: 40
Channel: Auto	Channel: Indoor Auto Outdoor Auto
TX Power Adjustment: Full	TX Power Adjustment: Full

AP GRE Tunnel Options

Tunnel Type: GRE+UDP Support for APs behind NAT.

Tunnel Encryption: Enable tunnel encryption

WAN Interface MTU: * Auto Manual 1500 bytes (850-1500)

Advanced Options

Channel Mode: Allow indoor channels (allow ZoneFlex Outdoor APs to use channels regulated as indoor use-only)

Background Scanning: Background scans help the mesh network optimize its topology and help APs avoid channels where radars may be active (5GHz). Mesh runs on 2.4G only for single band 2.4GHz APs. So enabling background scan on 2.4G is currently not very useful for any dual band concurrent APs.

Run background scan on 2.4GHz radio every 20 seconds (1-65535)

Run background scan on 5GHz radio every 20 seconds (1-65535)

Create New **Cancel**

Ruckus Smart Access Management WLAN configuration portal uniquely delivers sophisticated yet simple WLAN administration of Ruckus WLAN infrastructure Accessible from anywhere via the Cloud.

