RUCKUS AND SKYFII

USES CASES FOR SKYFII IO AND RUCKUS GUEST WI-FI

- **Grow your visitor database**. Add new visitors to a CRM and enrich existing records with progressive profiling, all through guest Wi-Fi.

- **Monitor visitor flow**. See which areas are congested or overlooked, measure the impact of layout changes, see where staff levels need to be adjusted, and more.

- **Benchmark performance of your portfolio**. Determine how locations compare on foot traffic, dwell time, window conversion, and shopper affinity.

- **Drive visitor engagement**. Send tailored offers to visitors, capture exit surveys, and better understand visitor demographics for a venue.

- **Attribute campaigns to visits and purchases**. Link data from visitor location, marketing campaigns, and POS to see which campaigns affected behavior.

Skyfii and Ruckus provide a complete solution for optimizing the visitor experience at physical venues.

CHALLENGE

When marketers and operators of shopping centers, airports, universities, retail chains, smart cities, and other physical venues want to create better experiences for their visitors, they face three major challenges:

1. Visitors are often anonymous and there are few effective ways to collect information about them.

2. It can be difficult to understand how visitors behave within a physical space. And it's even harder to tell what factors influence that behavior.

3. Physical venues have few channels to communicate with visitors. They're often left with generic messaging options that don't reflect the varied interests of individual visitors.

Because of these common challenges, physical venues are left to trial and error when communicating with visitors and improving their experience.

However, Skyfii uses a venue's existing Wi-Fi network to collect visitor contact information, profile details, and behavioral data through their mobile devices. Furthermore, Skyfii provides a messaging platform that allows venues to send messages to visitors based on their behavior and over a variety of channels.

THE SOLUTION: SKYFII

Skyfii offers a unique combination of software and consulting to help its clients understand and engage with visitors:

- **Skyfii IO**. A suite of integrated visitor analytics and engagement software for physical venues.

- **Skyfii Data Consultancy Services**. A team of data science experts who can discover the "why" behind your data.

- **Skyfii Marketing Services**. A flexible team that can help you create and measure data-driven campaigns within Skyfii IO.

By pairing intelligent software with data science and marketing services, Skyfii is positioned to deliver tangible business outcomes. Deployed at over 4,000 locations around the world, Skyfii is a proven enterprise solution.

SKYFII IO: VISITOR ANALYTICS AND ENGAGEMENT SOFTWARE

Skyfii IO is composed of three product modules that work together to provide a holistic visitor analytics and engagement platform.

1. **IO Connect—Collect data about your visitors**. Collect visitor contact information, profile details, and behavioral data from sources like Wi-Fi, BLE, people counters, POS, and more.
2. **IO Insight—See how your visitors behave**. Access reports that show you insights about the people that visit your venue and what they do while they are there.
3. **IO Engage—Communicate with visitors**. Create visitor segments based on behavior, demographics, shopper affinity, location, and more—then reach out via email, SMS, Wi-Fi, Facebook Messenger, and in-app push notifications.

SKYFII IO AND RUCKUS INTEGRATION

Skyfii has built direct and reliable integrations with Ruckus' line of access points, cloud and controller-based Wi-Fi management solutions, and location based services. These integrations allow physical venues to take advantage of a complete solution that handles both guest Wi-Fi and visitor analytics and engagement:

- **Ruckus Smart Positioning Technology (SPoT)**. Skyfii uses data provided by SPoT to capture accurate location data from mobile devices, in real time. This location data is used to enable everything from customer journey mapping to location-based marketing campaigns.
- **Ruckus Wireless Access Points**. Skyfii seamlessly runs on top of Ruckus's full line of Wireless Access Points.
- **Ruckus SmartZone, ZoneDirector, and Ruckus Cloud Wi-Fi**. Skyfii allows venues to remotely create, deploy, and update the Wi-Fi captive portal by integrating with both cloud-based and controller-based Ruckus networks.

With Skyfii IO Insight, venue operators can turn this raw data into insightful and easy-to-understand reports that help them gain insights about the visitor experience.

These same insights also power Skyfii IO Engage, which allow venue operators to create highly targeted visitor segments and send tailored messages based on location, behavior, and profile.

Because Skyfii IO is a cloud-based SaaS platform, it can be integrated with an existing Ruckus Wi-Fi network remotely without the need to install additional hardware on site.

SKYFII DATA CONSULTANCY SERVICES

While Skyfii IO shows what happened, its Data Science Team can help venue operators know why it happened. Experts in the fusion of physical and digital data, Skyfii's team of data scientists helps physical venues rapidly increase the value of their data through expertise in both research and engineering.

Services include:

- Visitor behavioral research
- Segmentation, buying personas, and shopping affinities
- Visitor loyalty and lifetime value
- Custom dashboards and automated reporting
- Data enrichment, sourcing, and monetization

SKYFII MARKETING SERVICES

Skyfii's marketing specialists are experts in translating venue insights into data-empowered campaigns. Supported by our data science team and by the tools and data provided by Skyfii IO, Skyfii helps clients use behavioral insights to deliver effective marketing outcomes.

Services include:

1. Campaign strategy, planning & optimization
2. Design and content production
3. Digital display optimization
4. Visitor sentiment and market research
5. Retailer collaborations
6. Team training and workshops

CONCLUSION

The combination of Ruckus and Skyfii provides a complete solution that transforms the visitor experience and improves a venue's bottom line. Not only do Skyfii and Ruckus help venues capture visitor contact, profile, and behavioral data, they also help you use this information to communicate with visitors in a far more relevant and timely manner.

For more information, ask your Ruckus reseller, or visit skyfii.com.

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