

# Volare from Cloud4Wi

The industry's leading services platform for advanced guest Wi-Fi

## HIGHLIGHTS

Cloud4Wi offers Volare, an advanced guest Wi-Fi platform that works with Ruckus Smart Wi-Fi to help businesses get patrons connected, collect on-site analytics, and engage customers in meaningful ways. The powerful and robust features offered by Volare are comprehensive, and give businesses the opportunity to reap unique benefits.

Volare offers a fast and seamless mobile experience while collecting and aggregating customer data. The metrics gathered on the backend empower businesses with a greater understanding of who customers are and how they behave while on-site. Using this information, businesses can work towards improving on-site operations and creating smarter, more targeted campaigns. This not only helps build loyalty, but also provides rare competitive advantages. For businesses looking to make the platform work for specific needs, Volare offers a Dev Suite that allows for ultimate customization.

The combined powers of Volare and CommScope high performance Smart Wi-Fi open doors to new possibilities, building on-site opportunities that were not previously possible.

## The challenge

Businesses have struggled to compete with their e-commerce counterparts. Websites can collect information such as who customers are, what they're searching for and how long they browse. They can even target ads that are catered to customers' specific interests. Physical locations have been at a disadvantage because it's difficult to know who on-site customers are, so they're forced to blindly run campaigns with hopes of appealing to the majority.

The onset of mobile device usage has people looking to connect to Wi-Fi everywhere they go.

In the past, businesses have been concerned about the extra costs to provide guest Wi-Fi, but these days, they're realizing if they want an upper hand, they must meet customer demands. More and more businesses are starting to recognize guest Wi-Fi as a valuable means to positively influence business operations, keep customers on-site longer and yield greater returns.

## The solution

Volare is a powerful, over-the-top services platform for advanced guest Wi-Fi. It empowers large retail and restaurants chains, shopping malls and other public venues to build their brands by leveraging existing Wi-Fi networks. From a single cloud-based dashboard, businesses can manage guest Wi-Fi across all their venues. Volare offers multi-level and multi-role management so IT can delegate control over policies and permissions. Taking it a step further, Volare even helps companies make sure they're in compliance with local regulations while ensuring the customer data collected is secure and protected. As far as installation goes, Volare works perfectly with Ruckus Smart Wi-Fi, and can be up and running in just a few days. Together, Volare and CommScope can provide a Wi-Fi solution that works to deliver nothing but a superior experience to end-users. business performance.

Cloud4Wi Wi-Fi Marketplace is the perfect complement to CommScope's high performance Smart Wi-Fi. Together they provide a total public access Wi-Fi solution that delivers a quality Wi-Fi experience to end-users.

## Volare offers:

- **Easy-to-manage guest Wi-Fi.** The Welcome Portal can be created so the look and feel is inline with the brand. Various Login Profiles include click-through, social, user account and related validation. Flexible Internet Plans can set how long end-users can use the guest Wi-Fi, and whether it's a free or paid service. There's also a wide variety of entertaining and informative applications to choose from, such as nearby businesses and indoor wayfinding, that can be displayed on the Welcome Portal.
- **Actionable analytics.** Volare gathers raw data collected from CommScope networks, aggregates it, and displays it on an easy-to-view dashboard. Presence Analytics give insights into foot traffic and customer behavior. Location Analytics show how customers spend their time on-site, User Analytics reveal who customers are, and Wi-Fi Service Analytics share online behavior. Businesses can use this information to improve how they run day-to-day operations. For example, Location Analytics can help businesses understand where best to put displays for optimal reach, and what areas need to work on reducing points of friction.
- **Powerful triggered campaign tools.** Businesses can build valuable customer relationships by delivering relevant personalized content, such as targeted messages and coupons – reaching the right customers at the right time and place, and in a distinctive way that provides them instant gratification and helps build loyalty.
- **A robust Dev Suite designed for future needs.** This includes APIs that make it easy to integrate Volare into third-party systems such as CRM and marketing automation tools. Businesses can also create their own custom applications, and even enhance existing mobile apps with Volare Wi-Fi onboarding and beacon-triggered mobile engagement services.

## CommScope: advanced wireless intelligence for capacity, performance and scale

CommScope brings reliable, secure and high-performance connectivity to even the most challenging Wi-Fi environments. CommScope's standard-setting Smart Wi-Fi technology combines breakthroughs in adaptive RF control, application-aware quality of service (QoS), advanced security, and highly resilient and adaptable mesh networking. Together, these capabilities give you the predictable, reliable and scalable wireless connectivity your users expect.

## CommScope provides:

- **Increased capacity, performance and reliability:** CommScope's patented BeamFlex Technology delivers superior performance and highly reliable connectivity by automatically adapting to interference and physical barriers to improve Wi-Fi range and performance.
- **Smart Wireless Services** such as Smart Positioning Technology (SPoT) location-based services, SmartCell Insight analytics platform and Cloudpath secure onboarding. These capabilities further enhance CommScope Wi-Fi by delivering fully integrated, high value solutions.
- **The industry's most complete and flexible range of Wi-Fi controller options:** From controllerless single site installations to the largest carrier Wi-Fi deployments world wide, CommScope offers complete, proven controller options to meet your needs. Controllerless, server appliance, vm-software, or cloud-based, CommScope delivers comprehensive management functionality that works in your environment.
- **Increased customer understanding and engagement:** Ruckus' SPoT Location-Based Services (LBS) empowers businesses of any size to harness granular location data to gain deeper insight into their customers. You can capture and visualize fine-grained footfall traffic information through heat maps by zone, floor or venue. And you can do it without needing any additional hardware, and with unlimited scalability in the cloud.

## Capitalize on Wi-Fi to deliver better customer experiences and grow your business

Wi-Fi is increasingly critical for almost any business, and especially retailers looking to compete with online merchants or deliver omni-channel services. Together, Cloud4Wi and CommScope can help you get the most from your wireless investments, and turn your Wi-Fi infrastructure into a foundation for business growth.

### With Cloud4Wi and CommScope, you can:

- **Deliver exceptional mobile experiences** with the industry's most reliable, secure and high-performing wireless connectivity
- **Cut through Wi-Fi complexity** with simple, one-stop management and control of your entire Wi-Fi environment
- **Grow your business** with easy-to-use Wi-Fi portals and access management that helps you better manage and monetize your Wi-Fi
- **Better engage customers** with customized welcome portals and targeted, local messaging to enhance how you connect with customers

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at [commscope.com](https://commscope.com)

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