



SOLUTION BRIEF

RUCKUS + Linkyfi

Turning High-Density Wi-Fi into Business Insight and Revenue for Large Venues

Overview

Large public venues such as shopping malls, airports, and transport hubs increasingly rely on Wi-Fi not only for connectivity, but as a platform to enhance guest experience, gain operational insight, and unlock new business value.

RUCKUS Networks, known for purpose-built Wi-Fi performance in high-density environments, and Linkyfi, a Wi-Fi engagement and analytics platform from AVSystem, together enable venues to transform existing Wi-Fi infrastructure into a powerful tool for insight, engagement, and monetization.

The joint RUCKUS + Linkyfi solution allows venues to deliver reliable, scalable Wi-Fi while turning guest connectivity into actionable data and measurable business outcomes.

Customer Challenges

Operators of large venues commonly face challenges such as:

- Highly variable and dense user populations
- Increasing expectations for fast, reliable guest Wi-Fi
- Limited visibility into footfall, dwell time, and visitor behavior

- Pressure to justify network investments beyond basic connectivity
- The need to engage multiple stakeholders beyond IT, including marketing, operations, and management

Simply deploying more access points does not address these challenges on its own.

The RUCKUS + Linkyfi Solution

The combined solution pairs **RUCKUS high-performance Wi-Fi infrastructure with Linkyfi's engagement, analytics, and monetization platform.**

- **RUCKUS** delivers reliable, adaptive Wi-Fi in high-density and interference-prone environments, designed to scale as venues expand (for example from dozens to hundreds of access points).
- **Linkyfi** adds a business layer on top of the Wi-Fi network, enabling guest access management, analytics, marketing engagement, and value-added services—without requiring changes to the underlying network design.

Together, the solution enhances existing Wi-Fi deployments rather than disrupting them.



Key Use Cases

Shopping Malls

- Captive portals and branded guest access
- Footfall and dwell-time analytics across zones
- Location-based services such as navigation and proximity marketing
- Opt-in data collection to power targeted campaigns

Airports and Transport Hubs

- Multi-language, multi-step guest access journeys
- Paid and ad-supported Wi-Fi options
- Insights into passenger movement and usage behavior
- Improved engagement across arrivals and departures

Large Public Venues

- Support for high-density peaks during events
- Marketing engagement through digital touchpoints
- Operational insight without additional hardware

High-Level Architecture

- RUCKUS access points and controllers provide the Wi-Fi foundation
- Linkyfi operates as a software platform layered on top of the RUCKUS network
- No additional hardware is required
- Deployment can be introduced as an add-on or phase-two enhancement

This architecture allows venue operators to preserve existing designs while unlocking new capabilities.

Business Benefits

For Venue Operators

- Improved guest experience
- Clear visibility into visitor behavior
- Opportunities for new revenue streams
- Better return on Wi-Fi investments

For Service Providers and Integrators

- Strong solution differentiation
- Upsell opportunities without deployment risk
- Ability to engage marketing and operations stakeholders
- Subscription and recurring revenue potential

Why RUCKUS + Linkyfi

- Proven Wi-Fi performance in demanding environments
- Verified integration with the RUCKUS ecosystem
- Vendor-agnostic, software-driven approach
- Ready-to-deploy solution used in real-world environments

RUCKUS + Linkyfi shifts the conversation from selling Wi-Fi hardware to delivering a revenue-generating, insight-driven digital platform.

Learn More

To learn more about the RUCKUS and AVSystem partnership and the Linkyfi solution, visit:

<https://www.ruckusnetworks.com/alliance-partners/avsystem/>

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

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