

RUCKUS + Aislelabs

Turning Wi-Fi into business insight for connected spaces

Executive summary

Venues, campuses and other high-traffic spaces generate millions of visitor interactions every day, but many organizations still have limited visibility into how people move through and use those spaces. As teams look to improve planning, align operations with real demand and deliver better visitor experiences, Wi-Fi-based insight offers a practical way to make spaces easier to measure and manage.

RUCKUS Networks provides the high-performance wireless foundation needed in dense, demanding environments.

Aislelabs adds the analytics and engagement layer that converts network-derived data into business insight.

Together, RUCKUS and Aislelabs help organizations get more value from their Wi-Fi investments by improving visibility, supporting better decisions and turning connected spaces into more measurable business assets.

Market context: Why location intelligence is evolving

For years, operators of physical spaces had limited visibility into visitor behavior. Digital platforms could measure nearly every interaction, while stores, venues, campuses and transportation hubs often relied on estimates, surveys or manual observation.

That gap is closing.

The same Wi-Fi network that keeps people connected can also help organizations understand movement, dwell time and engagement patterns across their spaces.

This shift is driven by:

- The need to optimize space utilization and justify real estate investments
- Increased pressure to align staffing and operations with actual demand
- Higher expectations for personalized and frictionless visitor experiences
- The convergence of digital and in-person engagement data
- Competitive pressure from organizations already using behavioral insight to guide decisions

The question is no longer whether Wi-Fi is available. It is what the network can help the business understand and improve.

Customer challenges

Organizations operating large or high-traffic environments commonly face:

- Limited visibility into visitor movement and space utilization
- Difficulty measuring the effectiveness of in-venue marketing and promotions
- Operational inefficiencies caused by planning around assumptions instead of observed demand
- Fragmented data across marketing, operations and facilities teams
- High cost and complexity associated with dedicated analytics infrastructure

- Difficulty scaling analytics consistently across sites or properties

These challenges make it harder for organizations to manage their spaces as measurable, optimizable business assets.

The RUCKUS + Aislelabs solution

The combined solution extends the value of the wireless network by helping organizations use Wi-Fi-based data to support operational, marketing and planning decisions.

RUCKUS Networks

RUCKUS provides the network and location data foundation, including:

- High-performance Wi-Fi for dense, demanding environments
- SmartZone management and network visibility
- SPoT (Smart Positioning Technology) to enhance location data precision
- Passive detection of anonymized device presence across access points

Aislelabs

Aislelabs delivers the analytics and engagement platform that:

- Processes anonymized Wi-Fi device signals into actionable insight
- Provides reporting, dashboards and behavioral analytics
- Enables marketing automation and captive portal-based engagement
- Supports multi-site and multi-property analytics environments

Joint value

Together, RUCKUS and Aislelabs help organizations turn the network they already operate into a continuous source of visitor and operational insight, without requiring dedicated analytics sensors or additional hardware.

The result is a scalable way to understand how people use a space and apply that insight to improve operations, engagement and planning.

Use cases

Retail and commercial environments

Understand foot traffic, dwell time and repeat visits so teams can improve store layout, merchandising, promotions and customer engagement.

Large public venues

Use crowd flow and occupancy patterns to improve event operations, reduce congestion and make better staffing decisions.

Transportation and transit hubs

Measure passenger movement and space usage to improve operations, tenant planning and commercial programs.

Hospitality environments

Support guest engagement through Wi-Fi onboarding while helping property teams understand amenity usage and movement patterns across locations.

Business outcomes

For operators and businesses

- Improved visibility into visitor behavior and space utilization
- Better staffing, operations and layout decisions based on observed demand
- New revenue opportunities through targeted engagement and commercial planning
- Reduced reliance on manual assumptions for planning decisions
- Scalable analytics across multi-site or multi-property environments

For marketing and customer experience teams

- Clearer measurement for in-venue marketing programs
- Ability to connect digital and in-venue engagement
- Improved targeting and personalization strategies

Why RUCKUS + Aislelabs

RUCKUS provides the wireless foundation for reliable data collection in demanding environments. Aislelabs turns that data into insight teams can use.

Together, the combined solution:

- Uses existing network infrastructure, with no additional analytics hardware required
- Scales with the network footprint across venues and properties
- Helps teams understand movement and engagement using Wi-Fi-based data
- Extends Wi-Fi from connectivity to measurable business value

This approach helps organizations treat the network as a strategic asset that supports operations, marketing performance and long-term planning.

Deployment considerations

Aislelabs supports a range of deployment models, from single sites to multi-location enterprise environments.

- Higher access point density can improve accuracy and insight granularity
- SPoT can enhance location precision for advanced use cases such as heat mapping and path analysis
- Multi-site environments benefit from centralized reporting and comparative analytics
- Deployment design should align with desired analytics outcomes and coverage requirements

About RUCKUS Networks

RUCKUS Networks delivers purpose-driven networks that offer superior business outcomes in demanding environments. Our enterprise networking solutions combine high-performance Wi-Fi, network switching, and AI-powered automation to prevent network issues, reduce operational complexity, and keep performance predictable.

Privacy and data handling

Aislelabs analytics use anonymized and aggregated data.

- Device identifiers are anonymized during collection
- No personally identifiable information (PII) is collected or stored
- Reporting focuses on aggregated behavior patterns, not individual tracking

Organizations should review deployment configurations to confirm alignment with applicable privacy and compliance requirements.

Learn more

To learn more about the Aislelabs solution and its use with RUCKUS networks, visit:

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

www.ruckusnetworks.com

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

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