

Cloudi-Fi partners with Commscope Ruckus to transform Wi-Fi into the next-generation digital communication channel for Enterprises and Hotspots

Cloudi-Fi announced today a Technology Alliance Partnership with Commscope Ruckus to provide an innovative, compliant and secure guest Wi-Fi cloud service.

Cloudi-Fi is a cloud-based SaaS solution that provides international guest Wi-Fi and offers personalized and innovative digital services to visitors and employees thanks to fully customized captive portals in line with the company's brand identity. Cloudi-Fi allows users to enjoy secure and fast Internet access whether at the office or in-store. Thanks to its multi authentication modes capability, Cloudi-Fi helps companies to interact with their customers and enrich their database with the full consent of their visitors. Cloudi-Fi's solution is 100% compliant with all the local regulations.

More than a commodity service, brands and businesses leverage their guest Wi-Fi as a new communication channel for phygital* services. In Cloudi-Fi's captive portal, brands can put marketing campaigns and any type of advertising in order to communicate with their visitors, keep employees informed while making their lives easier.

Thanks to its innovative solution and its foothold in the global market since its inception, Cloudi-Fi already serves the needs of various international businesses across the Retail, Hospitality, Healthcare, Finance, Education and Corporate sectors.

The Cloudi-Fi and Commscope Ruckus partnership will mutually benefit both companies to extend their coverage through cross businesses and to accelerate their customers digital transformation journey. By leveraging the unprecedented analytical capabilities of the 100% cloud-based platform, user behavior insights are turned into a blueprint for effective marketing campaigns and corporate events and drive business outcomes with a powerful tool.

The solution is centrally managed and fully customizable for analytics reporting, CRM integration, user engagement and marketing services.

Through this collaboration, Cloudi-Fi and Commscope Ruckus will offer their businesses a complete Wi-Fi solution covering the connectivity up to a full operational service including region-specific compliance, personalized captive portal, marketing analytics collection for direct-to-consumer strategy and a dedicated service for employees and visitors to connect to corporate resources seamlessly.

"For every market and client that we serve, our common goal is to offer an easy-to-use solution that makes the difference", **Damien Chastrette, Cloudi-Fi CEO**. "We're very excited to be part of the RUCKUS Alliance Partner Program and the incredible benefits it will provide our mutual customers. Our daily driver is to continuously help customers optimizing their ROI and proposing them differentiated services. By leveraging their Wi-Fi infrastructure with added-value features over time we accompany them through their digital transformation."

About Cloudi-Fi

Founded in France in 2015, Cloudi-Fi reinvents Wi-Fi services to define the connectivity standards of tomorrow: transparency, security, compliance and full customization.

The Wi-Fi platform is easy-to-use and completely independent of the hardware suppliers. The cloud-based technology provides a single, scalable interface to securely and flexibly manage a large number of diverse and simultaneous connections. It already covers more than 75 countries and has millions of unique digital identities registered.

By strengthening compliance and security through easy installation, the Cloudi-Fi solution pushes the boundaries of creativity and delivers unique insights and analytics to brands and customers.

Discover more at www.cloudi-fi.com

About Commscope Ruckus

CommScope (NASDAQ: COMM) is pushing the boundaries of technology to create the world's most advanced wired and wireless networks. Our global team of employees, innovators and technologists empower customers to anticipate what's next and invent what's possible. Discover more at www.commscope.com.

***phygital: it is a blending between physical and digital experiences in a marketing point of view.**