



The Benefits of Bulk Wi-Fi FOR MDUs

What Is a Multi-Dwelling Unit (MDU)?



A property where typically more than 6 different families reside



On- and off-campus student housing, luxury and market-rate apartments, condominiums, assisted living facilities, and military housing are types of multiple-dwelling units (MDUs)

The MDU Challenge: Attracting Residents and Retaining Them



Property owners constantly try to attract residents and retain them



Resident churn reduces revenue by increasing the competition between property owners

Property owners need a competitive differentiator to win residents and maintain lease/renewal rates



Must-have amenities such as high-speed, reliable Internet service can make the difference

What Are Residents Looking For?



But "Bring Your Own Wi-Fi" Doesn't Work

In an MDU setting, individual Wi-Fi poses several challenges:

Interference
(service disruptions)

Poor performance
(lower throughput)



Resident expense
(a "tax" on top of the rent)

Security risks (a resident may not implement proper security, enabling bad actors within the MDU)

What Is the Solution? Bulk Wi-Fi!

Property owners can offer residents easier and cost-effective Wi-Fi by purchasing Wi-Fi access points and other infrastructure in bulk. Benefits include:

Shared access to keep individual costs down

Unified network
to mitigate interference, ensure performance, and protect the network throughout a property

8+ devices connect
to the Internet from the average home; that number multiplies exponentially in an MDU setting

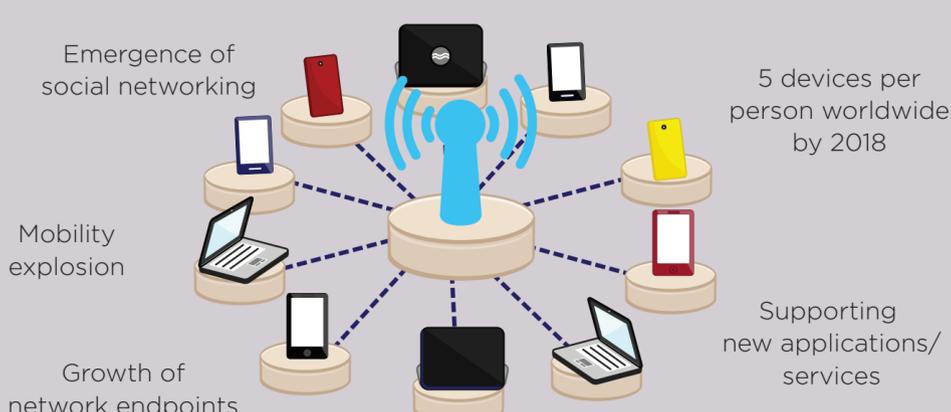


Bandwidth preset
by property owner to ensure great Wi-Fi for emailing, tweeting, gaming, movies, and more

40% or more
of consumers regularly use video chat and VoIP at home

Demands On the Network Are Increasing

Almost 30 billion IoT devices by 2020



IDC expects that by the end of 2019, more than 25% of U.S. households will not subscribe to a traditional pay TV service, opting for an over-the-top IP application

Bulk Wi-Fi Benefits Property Owners by...

- ✓ Delivering the connected lifestyle residents crave
- ✓ Improving the experience of their residents by lowering network connectivity costs
- ✓ Creating a competitive advantage thus improving the MDU's occupancy rates
- ✓ Providing a powerful sales promotion tool ("Rent Now & Get 6 Months Free Wi-Fi!") to attract residents

To learn more about the benefits of Bulk Wi-Fi, download the IDC InfoBrief, "Multi-Dwelling Unit WLAN: An Essential Resource for Modern Life," sponsored by Ruckus.