



Xirrus Partner Update

Listen to the webinar through your computer speakers or via phone – select the “Audio” button at top of the screen

November 2015



Bruce Miller
VP Product Marketing



Webinar Logistics

- Your line is muted for the call to keep the noise down
- Enter all questions via Chat and we will answer as we go

Agenda

- Q4 Promotions/Price List Changes
- Product Updates
- Industry News
- Case Studies: Acceleration to 5GHz
- Competitive News
- Marketing Events and Assets

Q4 Promotions

Q4 Promo/SPIFF Summary (Effective until Jan. 22)

- **XR-320/630 Promotion**
 - Buy 10 APs, get 5 FREE
 - Includes **Application Control** and 11ac license on XR-630
- **5 AP + 1 year Cloud Starter Kits (new customers only)**
 - Limit 5 kits per customer
 - Each kit: 5APs + Application Control + 1 year XMS-Cloud
 - XR-520: **\$1200** / XR-620: \$2300 / XR-630: \$2800
- **Competitive Trade-In Program**
 - \$100 credit per competitive AP
- **Technical and Sales Certification SPIFF**
 - Free XR-620 with 3 years Cloud

November Price List

November Price List Updates

- Large price reductions on XR-520 and XR-520H 11n APs
 - XR-520: from \$350 to \$199 List
 - XR-520H: from \$995 to \$695 List
 - XR-520-STARTER-02: from \$2430 to \$1200 List
 - TurboXpress + App Control capable + PoE APs

EasyPass Certification

New EasyPass Certification

- New certification from Xirrus University
- Covers all modules of EasyPass
- Required moving forward for sales & tech
- <http://portal.xirrus.com>



Video



Quiz



**EasyPass
Certification**

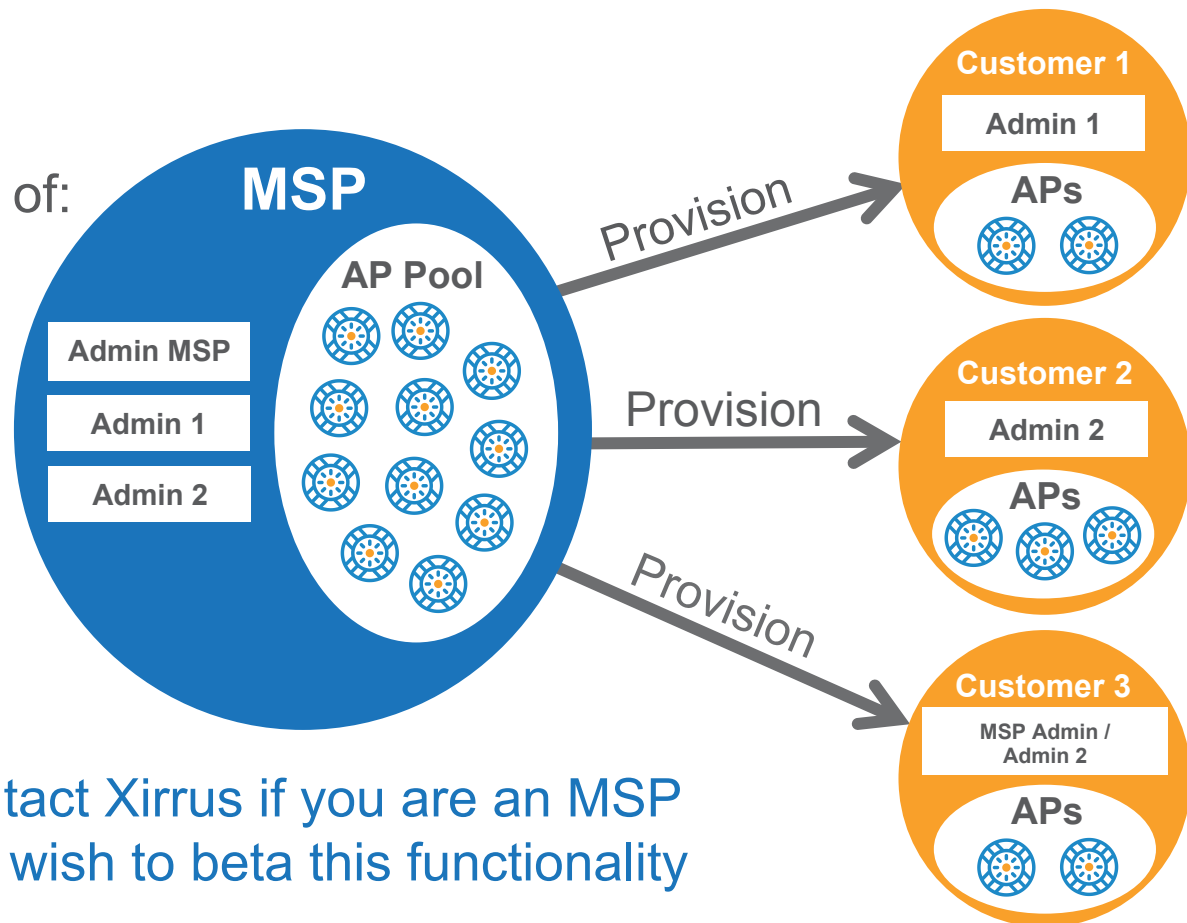
Product Updates

XMS-Cloud November Release – CommandCenter

For MSPs only

Integrated provisioning of:

- Customer accounts
- Administrators
- Access Points



Contact Xirrus if you are an MSP
and wish to beta this functionality

XMS-Enterprise 7.5

- GA: 11/10/15
- Features
 - Support for new APs
 - X2, XH2, XD2, XR-320
 - Discovery/Polling, Firmware Mgmt
 - Radio Settings, Autochannel
 - Client Stats, Dashboard, Reports
 - Administrative offline

Hardware Schedules

Product	Description	General Availability
XH2-120	2 radio 11ac outdoor	Available Now
X2-120	2 radio 11ac value priced	Available Now
XD2-240	2 radio 11ac Wave 2	December
Wave 2 module	Radio module for XR HD APs	Q1 2016

Industry Update

FCC Stance On Wi-Fi Rogue AP Blocking

NETWORKWORLD®

Has FCC "gone off the rails"
with latest Wi-Fi blocking fines?

No clarity on rule
from FCC



Fined \$600,000
Oct, 2014



Fined \$750,000
Aug, 2015



Fined \$718,000
Nov, 2015

Proactive Steps From Xirrus

1. Advisory to customers on the latest events (November 9)
2. Product changes
 - Warning before enabling blocking (XMS, web, CLI)
 - Preventative steps from accidentally turning on feature
3. Documentation/manuals with warnings
4. Urge FCC for clarification

Case Studies: Acceleration to 5GHz

Case Study: University Lecture Hall



Case Study: University Lecture Hall - Before

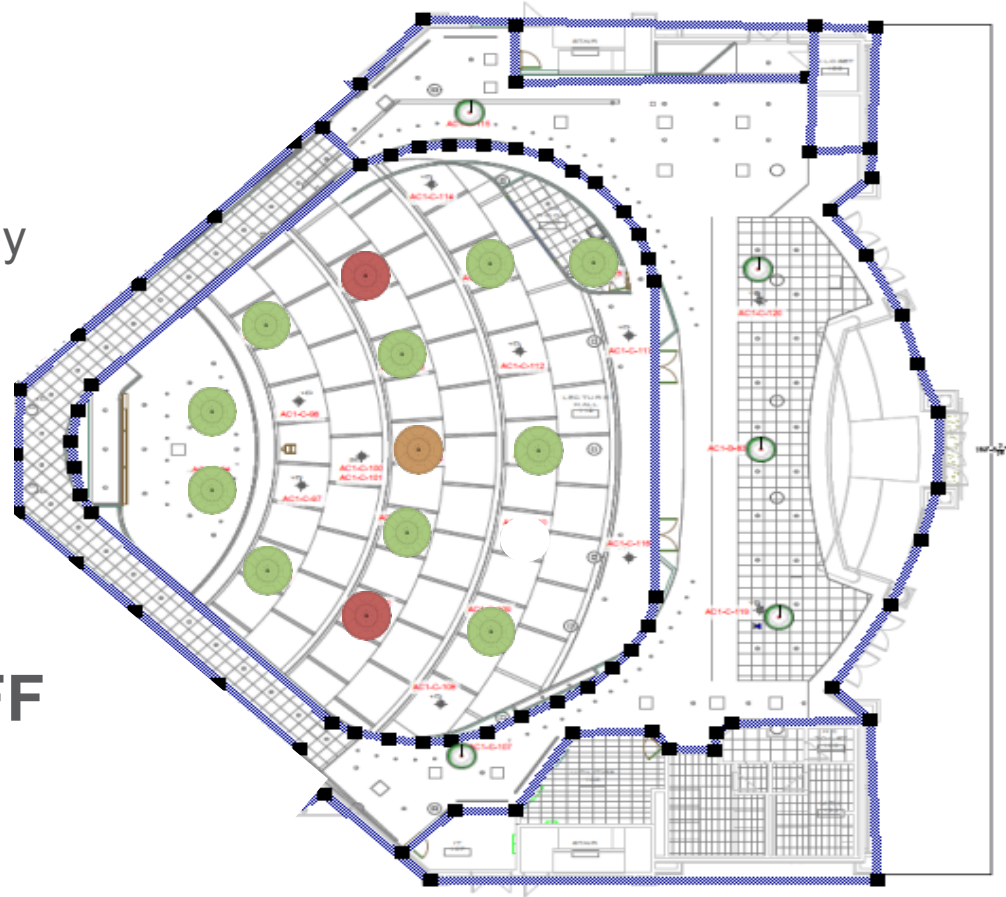
- 2 radio AP, 5GHz radio only
- 2 radio AP, 2.4GHz radio only
- 2 radio AP, rogue detection only

13 APs

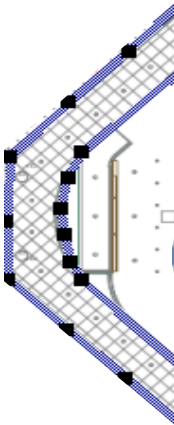
12 user radios

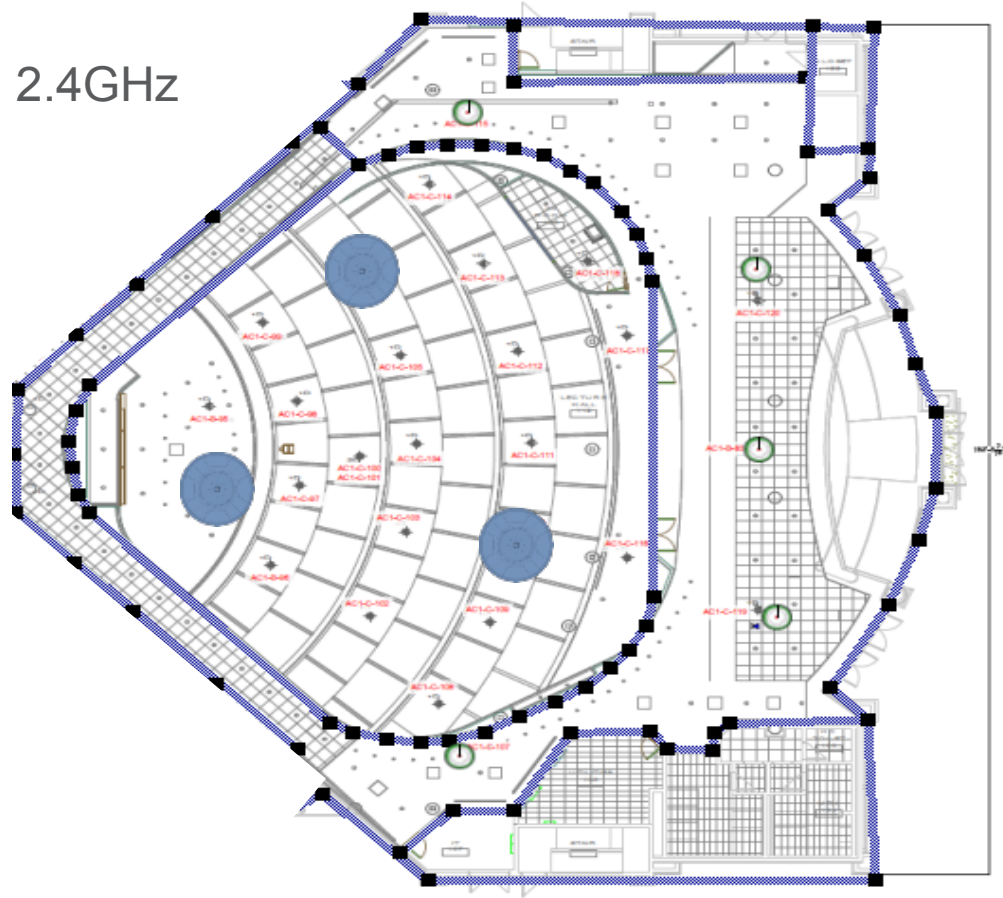
1 monitor radio

13 radios **TURNED OFF**



Case Study: University Lecture Hall - After

- 
- 8 radio AP – 7 on 5GHz, 1 on 2.4GHz
- 3** High Density APs
- 23** user radios
- 20** radios on 5GHz
- 3** radios on 2.4GHz
- 1** monitor radio
- No** radios turned off
- 



Case Study: University Lecture Hall - Results

361 devices online during class

99.7% of devices 5GHz capable

30.2% of devices 11ac capable

Station Counts by Capability					
2.4GHz Only Stations			Dual-band Stations		
802.11b	0	0%	802.11abg	0	0%
802.11bg	0	0%	802.11abgn	251	69.7%
802.11bgn	1	100%	802.11abgnac	109	30.3%
	1	100%		360	100%
Band Totals			802.11 Totals		
2.4GHz	1	0.3%	802.11a/b/g	0	0%
2.4GHz/5GHz	360	99.7%	802.11n	252	69.8%
	361	100%	802.11ac	109	30.2%
				361	100%

Case Study: Hockey Arena – 10K Capacity



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Case Study: Hockey Arena

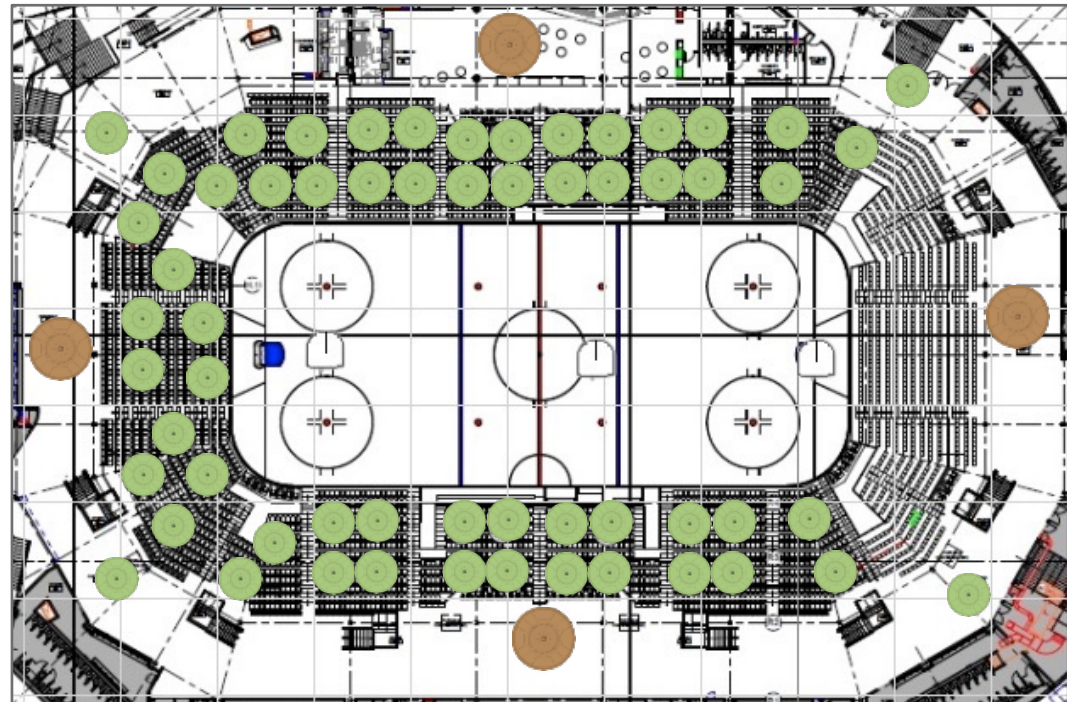
- 2 radio AP
- 4 radio AP

168 APs

348 user radios

304 radios on 5GHz

44 radios on 2.4GHz



Case Study: Hockey Arena - Results

3016 devices online during game

92.3% of devices 5GHz capable

55.3% of devices 11ac capable

Station Counts by Capability					
2.4GHz Only Stations			Dual-band Stations		
802.11b	0	0%	802.11abg	15	0.6%
802.11bg	0	0%	802.11abgn	1005	37.4%
802.11bgn	232	100%	802.11abgnac	1670	62.1%
	232	100%		2690	100%
Band Totals			802.11 Totals		
2.4GHz	232	7.7%	802.11a/b/g	15	0.5%
2.4Ghz/5Ghz	2786	92.3%	802.11n	1333	44.2%
	3018	100%	802.11ac	1670	55.3%
				3018	100%

Competitive Updates

Latest from Ruckus: Unleashed



Details

- SMB targeted solution based on existing APs running without controller
- Local web-based management
- Manage up to 25 APs per system
- Pricing:
 - R500 11ac 2x2 for \$645
 - R600 11ac 3x3 for \$795
- Upgradable to controller based operation and FlexMaster management

Talking Points

- Repurposing enterprise grade products for SMB but not purpose-built, still expensive for this market
- Limited size networks with a 25 AP limit = upsell to controller when growing
- Limited functionality
 - 802.1x requires upsell to controller
 - Limited management with no cloud option
- Limited functionality with no controller = upsell to controller and FlexMaster

Latest from Cisco: Wave 2



Details

- Two new Wave 2 APs with aggressive pricing
- Pricing:
 - 1832 2x2 Wave 2 for \$695
 - 1852 4x4 Wave 2 for \$1095
- 1 GigE uplink on 1832, 2 GigE on 1852
- Mobility Express mode for SMBs where one AP controls up to 25 APs and no controller needed

Talking Points

- Beware of tricky messaging:
 - 1852 is 4x4 but is 4 stream only with single user MIMO and 3 stream with MU-MIMO
 - 2x2 AP only supports 2 MU-MIMO streams with 867Mbps data rates no faster than Wave 1. It is little different from Wave 1.
- Only 1 GigE uplink on 1832
- No integrated application control – relies on separate router/controller
- Mobility Express is expensive option for SMB and overlaps with Meraki position

Latest from Cisco: Mobility Express

Details

- SMB oriented solution based on new Wave 2 APs without controller
- Manage up to 25 APs per system
- Pricing:
 - 1832 2x2 Wave 2 for \$695
 - 1852 4x4 Wave 2 for \$1095
- Can be configured from mobile app, web, or command line
- No licensing

Talking Points

- Enterprise-grade products are expensive for the SMB market – have to use 1 of the Wave 2 APs for the control function
- 25 AP and 500 client limit means expensive upsell if growing beyond this
- Limited functionality
 - No cloud management option
 - No L3 roaming
 - Others
- Expensive SmartNet support still applies

Latest on Aerohive's HiveManager NG

Details

- Public cloud network management for Aerohive devices
- Recently released on VM for on-prem
- Self registration to access HM NG; VARs not required
- Includes real-time client management, event monitoring, RF planner and API integration
- Pricing varies depending on device being managed; has 1, 3, 5 year options

Talking Points

- Playing catch up with many features of HiveManager not supported
- Crippled self provisioning, requires manual addition of APs for provisioning
- BYOD onboarding with PPSK is complex and device dependent
 - Cannot import
 - Hard to map username "ipad001" to actual user
- Application control lacks effectiveness with limited visibility; most qualified as "TCP"

Marketing Tools and Assets

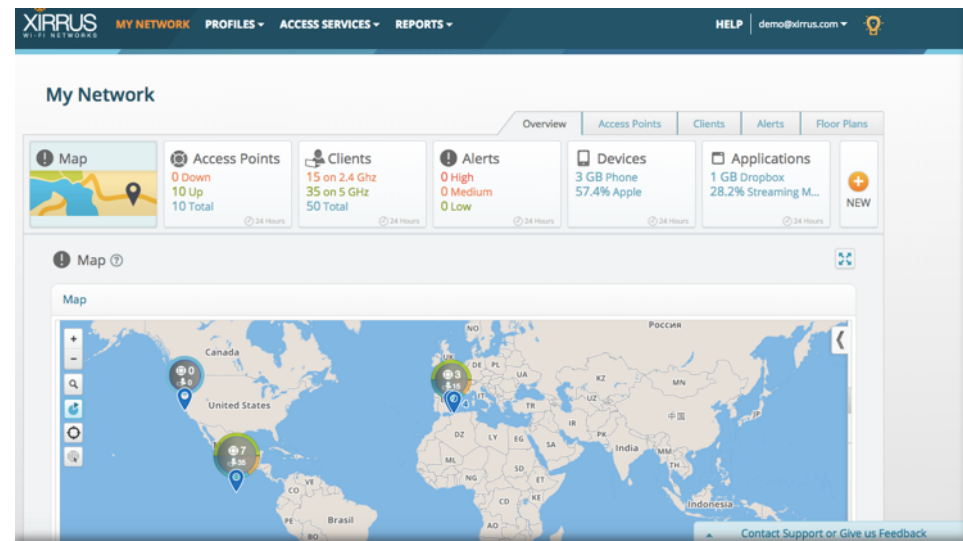
Upcoming Webinars

1. Designing for High Density
 - November 18
2. Wi-Fi for Hotels
 - December 11
3. Higher Education
 - December 15

<http://www.xirrus.com/webinars>

XMS-Cloud Demo Account

- <http://login.xirrus.com>
- Username: demo@xirrus.com
- Password: Xirrus!23



Summary

Summary Take Aways for November

1. CommandCenter for MSPs is available now
2. Q4 Promotions + Reduction in XR-520/520H pricing
3. Industry is rapidly moving to 5GHz
 - TurboXpress key to this migration

Questions?

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Thank You