

UNLEASH YOUR PERFORMANCE

Starter Pack promotion to drive customer engagement



Effective 1 May to 30 June, 2016
Promo Code: 2016EMEA -
Unleashed5Pack
[EMEA VAR]

5-AP Starter Pack Promotion

DEAR RUCKUS WIRELESS AUTHORIZED RESELLERS

Let's continue the momentum with Ruckus Unleashed™ Access Points! We've expanded our Starter Pack Promotion from 4 to 5 APs to provide resellers with an even richer offer to generate product awareness and drive sales with their existing and prospective small and medium business (SMB) customers. Offer details are below or contact your local Ruckus representative for more information.

ABOUT RUCKUS UNLEASHED

Ruckus has made it easier than ever for small businesses to deploy high-performance Wi-Fi that meets their cost, ease-of-use and coverage needs with a comprehensive portfolio of Unleashed™ controller-less access points, including an AP designed for outdoor deployments.

KEY BENEFITS INCLUDE:

- o Simplified web interface enables Wi-Fi configuration in just 60 seconds and deployment in minutes
- o Reliable and resilient with Ruckus technologies such as BeamFlex™ + adaptive antenna technology, ChannelFly™ dynamic channel management technology, and SmartMesh™ for simplified management
- o Easy migration to controller-based Wi-Fi as businesses grow to multiple sites

Ruckus Promotion

UNLEASHED

TARGET MARKET:

- o Single-site businesses with up to 25 access points and 512 clients
- o High-quality Wi-Fi experience for employees and/or customers is competitive advantage
- o Cost constraints in deploying and maintaining a complex WLAN infrastructure
- o Limited IT staff to troubleshoot or manage legacy hardware systems

THE OFFER: 5-AP STARTER PACK

This offer is valid until 30 June 2016 and provides you with a compelling Wi-Fi package for SMBs that delivers superior performance, lower costs and simplified management. The Unleashed access points come with 802.11ac technology so that users can take advantage of higher speeds, better coverage, and improved reliability compared to older wireless technologies.

OFFER DETAILS:

Access Point	List Price Each	Extended List Price (5 units)	VAR Price Off List	Recommended VAR Buying Price (5 units)	End User Promotional Discount	Recommended Price to End User
R500 (9U1-R500-XX00)	\$645	\$3,225.00	53%	\$1,515.75	45%	\$1,773.75
R600 (9U1-R600-XX00)	\$795	\$3,975.00	53%	\$1,868.25	45%	\$2,186.25
R310 (9U1-R310-XX00)	\$495	\$2,475.00	53%	\$1,163.25	45%	\$1,361.25
T300 (9U1-T300-XX01)	\$1295	\$6,475.00	53%	\$3,043.25	45%	\$3,561.25
T300 (9U1-T300-XX81)	\$1,395	\$6,975.00	53%	\$3,278.25	45%	\$3,836.25
T301 (9U1-T301-XX51)	\$1,495	\$7,475.00	53%	\$3,513.25	45%	\$4,111.25
T301 (9U1-T301-XX61)	\$1,495	\$7,475.00	53%	\$3,513.25	45%	\$4,111.25

TERMS & CONDITIONS:

- o This document is for informational purposes only and does not constitute an offer from Ruckus Wireless.
- o This offer is limited to one deal per customer for transactions invoiced between 1 May and 30 June, 2016.
- o To qualify for this offer, VARs must submit their PO, including end customer name, to a Ruckus distributor by 30 June, 2016.
- o This offer may not be combined with any other promotion, programs or special pricing.
- o This promotion is only offered to end customers within EMEA.
- o Deal registration is NOT required.
- o This promotion is subject to change and/or termination by Ruckus for any reason without notice.

HAPPY SELLING!

