

The Ruckus Edge Enablement

June 2019

The Ruckus Edge is a sales and marketing program designed to drive switching revenue. It consists of three major elements: enablement, demand generation, and ease of doing business. We are providing our sales teams with a framework to deliver a superior sales experiences through the lens of a sales cycle. The Ruckus Edge also focuses on selling our complete networking infrastructure portfolio. These efforts combined will help change the perception of our company as a leading networking vendor.

Part I: Below you will find a summary of the sales cycle with notes to guide your partners in driving switching revenue.

Identifying Opportunity

- Identify Top Questions Needed to Indicate a Customer is Ready to Invest in Switches

Setting Buyer Criteria

- Set Buying Criteria In-Line with Value Proposition, Vital to a Competitive Edge

Value Proposition

- Value Prop is Aligned to Your Buying Criteria, Challenge the Status Quo

Objection Handling

- Reassure Your Customer Looking for Comfort (e.g. POC, Support)

Closing

- Create a Sense of Urgency with a Clear Call to Action
- Assure the customer of any concerns

PART 1: IDENTIFYING THE OPPORTUNITY

Identifying
Opportunity

Setting Buyer
Criteria

Value
Proposition

Objection
Handling

Closing

Identifying
Opportunity

KEY QUESTIONS TO REVEAL A SWITCHING OPPORTUNITY

- **Does the customer have an ageing (5y+) infrastructure?**
This is an opportunity because we can enhance the overall performance of the network allowing the customer to deliver new services and applications e.g. video, AR, VR, IoT to their customers.
- **Is the Customer planning the deployment of a new wireless refresh?**
This is an opportunity because the new wireless standard will require multi-gig switches to exploit the full potential of Wi-Fi6.
- **Does the customer have separate wired/wireless management platforms?**
This is an opportunity because the customer likely has massive overhead costs due to the inability to effectively manage the network and issues with troubleshooting and configuration.
- **Does the customer need to rapidly deploy a mission critical application or service?**
This is an opportunity because the customer needs a solution that can uniformly manage policies and enables automated, rapid deployment of the wired and wireless infrastructure.

CUSTOMER POV

At this stage of the sales cycle, Customers are often unaware of the problem or perhaps don't fully understand the issue.

If the customer says "yes" to any of these, there is likely an opportunity to engage

PART 2: SETTING THE BUYER CRITERIA

Setting Buyer Criteria

CUSTOMER POV

This is the most important step and the path to “yes” Many sellers jump to the pitch, but setting the buying criteria allows you to differentiate as a trusted advisor and means you can showcase your solution as the only one that can deliver.

It speaks to value, helps you convert more prospects and pre-empts your competition

Topic	Customer Situation: Their Challenges	Buying Criteria: What You Might Say
Management	The customer has high OPEX costs due to managing two platforms for the wired and wireless parts of the network. Troubleshooting and configuration is a challenge and the customer doesn't have visibility into the network.	“I think having a seamless management layer for BOTH wired and wireless will address your problems and reduce your OPEX costs” “Consolidated management will allow you to have full visibility into the network, allowing you to troubleshoot faster and configure your network quickly and cost effectively”
Scalability	The customer is growing quickly, perhaps adding new building and facilities to the organisation. Increasing the network capacity is thus a heavy lift in terms of both resource and costs. They might be changing the way they interact with customers and moving to more digital services, but the network isn't able to grow to meet demand.	“Having a scalable, modular switching network will allow greater agility for your network in a cost-effective manner, protecting your investment as your business grows” “A scalable, form-factor network can simplify set-up and management making upgrades easier and faster to deploy”
Performance	The customer has an ageing network that cannot cope with our traffic requirements and we're under increasing pressure to support new services	“Having a multi-gigabit switching network will enable next-generation wireless deployment, futureproofing your network to deliver improved performance and reduce costs”

- No mention of Ruckus, this is not a pitch
- Define the outcomes the customer values the most
- Take the lead, and guide the customer with insight and expertise
- This critical step adds value, will convert more prospects to customers and pre-empts your competition

PART 3: VALUE PROPOSITION

Value Proposition

CUSTOMER POV

The customer knows they need to make an investment, and is thinking about how to do this.

Why should they buy from us? We know we cannot win on product differentiation alone – the sales experience is key here.

Delivering a Value Prop perfectly aligned to the buyers criteria is the path!

Ruckus Networks builds: Converged wired and wireless networks for enterprises and service providers. When a customer pairs a Ruckus switch to Ruckus network, they take advantage of three benefits:

CONVERGED MANAGEMENT	PAY AS YOU GROW	PRICE:PERFORMANCE
Spend less time and money by managing all your network elements through a single interface. Ruckus automates provisioning of APs and switches using a single, common, zero-touch approach • Solve Network Problems Quicker: Enable IT to react quickly to unexpected events • All-In-One Management: No need for extra hardware or software • Fast & Flexible Deployment: Get up and running quickly, reduce the guesswork, manual admin and deployment time • High resiliency: Protect against catastrophic failures and deliver higher availability • Multi-tenancy: Easily subdivide your network to manage sites, customers or deployment types.	Conserve CAPEX and OPEX as you grow your network by deploying upgradeable switches Ruckus delivers chassis-level cookability without the cost and disruption of forklift upgrades • Pay-As-you-Grow: Expand your network as your business grows and your requirements increase • Flexible deployment options: Benefit from our superior scalability with flexible stacking up to 10KM or between buildings • No forklift Upgrades: Cost effective scale out networking unlike chassis-based switches • Simpler Deployments Greater flexibility with collapsible design to centralise control, yet scale easily to handle growth	Deliver the power and performance your applications require, at a cost your business demands Lower TCO with Ruckus for equal capabilities • Power Capacity: Support advanced wireless APs and edge devices with up to 90W/port and the latest PoE technology • Price-Performance: Eliminate overpaying for performance and optimise your wireless investment

The Ruckus Solution is:

- **20% cheaper to acquire**
- **42% cheaper to run**

than our nearest competitor.

PART 4: OBJECTION HANDLING

Objection Handling

CUSTOMER POV

The customer at this stage is assessing the risk to if he buys from you.

At this stage, if we have effectively positioned the solution against the buying criteria defined the customer is likely seeking reassurance. Calmly respond with confidence and understand the true reason the customer is asking the question.

WHAT THEY SAY	HOW TO RESPOND
SWITCHING PEDIGREE	
"Ruckus is a Wireless company and doesn't have a strong history in switching. Cisco/HP have lots of functionality built on years of experience with the technology"	- We have over 14,000 ICX customers globally - Our roots are in Foundry Networks, a pioneer in wired networking - We have a rich history of innovation e.g. 1st 100G wiring closet switch - We have continued investment in R&D for switching
A SWITCH IS JUST A SWITCH	
"I know not all wireless was created equal, but a switch is just a switch. I don't need more than PoE"	- Maximise your wireless investment by pairing them with enterprise grade switches, why throttle the network performance? - Protect your investment. as Wi-Fi evolves, the functionality of APs increases and can only be met by enterprise grade switching - When matched to customer requirements, the Ruckus solution is optimised to deliver the best price and performance when compare to competitors.
RUCKUS HAS NO CORE SOLUTIONS	
"Ruckus only includes PoE to support the APs, there are no aggregation or core switched for high performance and functionality"	- Ruckus ICX can deliver high-density core switching Layer 3 functionality across all interface speeds from 1Gbps to 100Gbps - Our switches can be clustered to create powerful core switching systems which outperform the largest chassis in price and performance
MY TEAM IS FAMILIAR WITH CISCO/HP	
"All my engineers are experienced with HP/Cisco switches and I don't want the expense of retraining them"	- The configuration command language of Ruckus ICX is very similar to Cisco - Ruckus offers online, self-paced courses to minimise time away from the office - Our solution simplifies deployment

PART 5: CLOSING

Closing

CUSTOMER POV

What happens if I say yes? Will this work?

The customer needs personal assurance for their decision to go with Ruckus. Customers don't just buy technology, they buy into the company and the people they've built a trusted relationship with.

REFERENCE THE CHECKLIST

Customers similar to you: Use references and case studies

Don't fail alone: Bring in executives and support

Experience Ruckus for yourself: PoC we usually win in a street fight

Always be closing: Ensure you are mapping your closing techniques to the sales checklist

EMEA SALES CHECKLIST

- ✓ Do I have supporters among the key stakeholders in the buying team?
- ✓ Have we aligned the buying criteria and value proposition to value and differentiation?
- ✓ Is my partner not just ready for implementation but also a partner that recommends Ruckus?
- ✓ Have we provided insight to the customer that gets them to think in a different way about the business?
- ✓ Have we entered the deal early enough so that we can influence the outcome of the project?
- ✓ Is my relationship with the customer such that they will be revealing in terms of what it takes to close?
- ✓ Have I clearly delivered a value prop with tangible business benefits that is aligned to the decision?
- ✓ Has the customer obtained the required budget to address his business requirements?
- ✓ Are there any obstacles within your organization that could delay project execution?
- ✓ Have I assessed how important this project is to the project team?
- ✓ Are there any technical or business dependencies required for implementation of the project?
- ✓ Have we provided the necessary assurance to the customer to mitigate any objections ?