

Competitive Battle Card: Cambium vs. Extreme Networks



Extreme Claim to Fame

Acquired four wireless solutions (Enterasys, Motorola, Aerohive, Avaya) in strategy to build a \$1B networking business

Selling Against Extreme

- 1 Cambium's ONE network delivers a complete enterprise solution**
 - Cambium: Wi-Fi, switching, security, SD-WAN and outdoor fixed wireless, all **managed in a single platform**
 - Extreme: No outdoor fixed wireless for an end-to-end wireless fabric.
- 2 Cambium has flexible and easy to use management on one platform**
 - Cambium: cloud or on-prem options with the same UI in cnMaestro X.
 - Extreme: **many separately licensed options** tied to specific HW from multiple acquisitions. Features not equal across products.
- 3 Cambium has best in class Wi-Fi scale and performance**
 - Cambium: 2, 3 & 5 radio APs with integrated controller
 - Extreme: no high density APs, no 8x8 AP solutions
- 4 Cambium has a lower Total Cost of Ownership**
 - Cambium: value priced solutions and low cost management options with integrated functionality at no extra cost; run a Value Profiler analysis
 - Extreme: **expensive cloud management** and support with a large array of software apps at additional cost make it expensive to get all functionality

Defending Against Extreme

- 1 We have a complete line of edge and core switching vs. Cambium**
 - Cambium has a competitive line of wireless-optimized switches that we continue to expand. Focus on PBA as a key differentiator. The best way to sell our switches is to demo them in cnMaestro or XMS-Cloud.
- 2 ExtremeCloud IQ is the most advanced and future proof mgmt**
 - APs based on Enterasys IQ Engine or Motorola WiNG are not being enhanced, will not support future AI, managed by a web proxy with limited features. Only a subset of their APs are supported in cloud.
- 3 We have more advanced AI and analytics capability**
 - AI/ML is a buzz phrase that has been overused in the industry. cnMaestro X has many capabilities, and more coming soon, plus APIs for extensibility and ecosystem partner integration that expands the horizon of possibilities even further. What does the customer need to do to address their business requirements, then map that to what Cambium can deliver as opposed to getting wooed by fancy features and promises.

Equivalent AP Models – Extreme

Wi-Fi Generation	Extreme AP Model	Type	Cambium Equivalent Primary	Cambium Equivalent Secondary
Wi-Fi 6E	AP4000	Wi-Fi 6E 2x2	XE3-4	XV2-2X (no 6GHz)
	AP5010	Wi-Fi 6E 4x4	XE3-4	XE5-8
	No equivalent	Wi-Fi 6E 4x4 5-radio	XE5-8	
	AP5050D/U	Wi-Fi 6E 4x4 outdoor	XE3-4TN	
Wi-Fi 6	AP305C/CX	Wi-Fi 6 2x2 low	XV2-21X	XV2-2X
	AP310i/e	Wi-Fi 6 2x2 high	XV2-2X	XV2-21X
	AP410C	Wi-Fi 6 4x4/2x2	XE3-4	
	AP505i/510C/650	Wi-Fi 6 4x4	XV3-8	XE3-4
	No equivalent	Wi-Fi 6 8x8	XV3-8	
	AP302W	Wi-Fi 6 2x2 wall plate	XV2-22H	
	AP360i/e	Wi-Fi 6 2x2 outdoor	XV2-2T0/2T1	XV2-23T
	AP460C/i/e	Wi-Fi 6 4x4/2x2 outdoor	XV2-2T0/2T1	XE3-4TN
	AP560ih	Wi-Fi 6 4x4 outdoor	XE3-4TN	
Wi-Fi 5	AP30/122/130	Wi-Fi 5 2x2/3x3	e410	XV2-21X or XV2-2X
	AP550	Wi-Fi 5 4x4	e600	XE3-4
	AP150W	Wi-Fi 5 Wall Plate	e425H or e430H	XV2-22H