

Competitive Battle Card: Cambium vs. Ubiquiti

Ubiquiti Claim to Fame

Unique and efficient go-to-market and support strategies have provided disruptive market pricing and scale

Selling Against Ubiquiti

- 1 **Cambium delivers and enterprise-grade feature set**
 - Cambium: Complete solution with mature enterprise-grade features
 - Ubiquiti: **Large gaps in enterprise features**, including app control, device fingerprinting, WIDS/WIPS, SW defined radios, only 8 max SSIDs, etc.
- 2 **Cambium provides enterprise-grade support**
 - Cambium: 24x7 human support, limited lifetime warranty on APs
 - Ubiquiti: **Only online support**, 1-2 year warranty on APs
- 3 **Cambium provides powerful and secure access control**
 - Cambium: EasyPass has Azure/Google integration, IoT onboarding, etc.
 - Ubiquiti: **Lacks full-featured** access control for BYOD, secure IoT, etc.
- 4 **Cambium offers flexible and powerful management**
 - Cambium: Cloud or on-prem options, including license-free cnMaestro
 - Ubiquiti: free management but you must install/maintain. Hosted cloud at \$348/year for up to 500 devices but does not support all apps.
- 5 **Cambium has a superior future proof strategy for Wi-Fi 6E**
 - Cambium: 3 & 5 radio APs with SW-defined radios for flexible migration
 - Ubiquiti: fixed APs only, **no SW-defined radios**

Defending Against Ubiquiti

- 1 **Ubiquiti solutions cost less and will save you money**
 - You pay for what you get – Ubiquiti products are based on consumer grade HW, evidence by Cambium's 2x2 Wi-Fi 6 AP outperforming Ubiquiti's 4x4 Wi-Fi 6 AP. Key gaps exist for many customer use cases.
 - Cambium has low-cost APs and license-free hosted cloud mgmt with superior capabilities to Ubiquiti, plus can scale to full performance and full enterprise-grade solutions that they do not have.
- 2 **Ubiquiti provides an end-to-end solution with one interface**
 - Cambium does one better with cnMaestro delivering a single management console for Wi-Fi, switching, and broadband wireless – in one hosted cloud solution.
- 3 **Ubiquiti has easy to use solutions for simple deployments**
 - Cambium's solutions give you premium enterprise features while being very easy to use. The Swift mobile app is an ideal solution for small deployments.