



RUCKUS NETWORKS

UK PARTNER DAY

POWERED BY PURDICOM







Purpose-Driven Partnerships

Rob Everett

Regional Manager UKI



THANK YOU

Agenda **AM**

- Welcome from Me – Rob Everett
- Building a RUCKUS with a Purpose – Bart Giordano
- EMEA Sales Vision – Gary Newbold

15 Min Break

- Hamina – Jussi Kiviniemi
- The Wi-Fi 7 Opportunity – Eddie Felmer
- British Esports – Tom Dore

Break for Lunch

Agenda **PM**

- Fireside chat – Hasina Dhanji and John Sainthouse
- The Cloud Management Opportunity – Alex Claro
- The ICX Opportunity – Deep Johal

15 Min Break

- Market Trends – Hasina Dhanji
- Channel Partner Program – Chris Elliott
- Marketing – Earl Murtagh-Naughton
- Firing Line – RUCKUS Management

Close

.....

Agenda Evening

- 18:15 – Welcome drinks
- 18:45 – Meal sit down
- Awards
- Entertainment

RUCKUS HIGHLIGHTS 2023

UKI had the **second-best** year in 2023

RUCKUS ICX grew 12%

Education grew **25%**

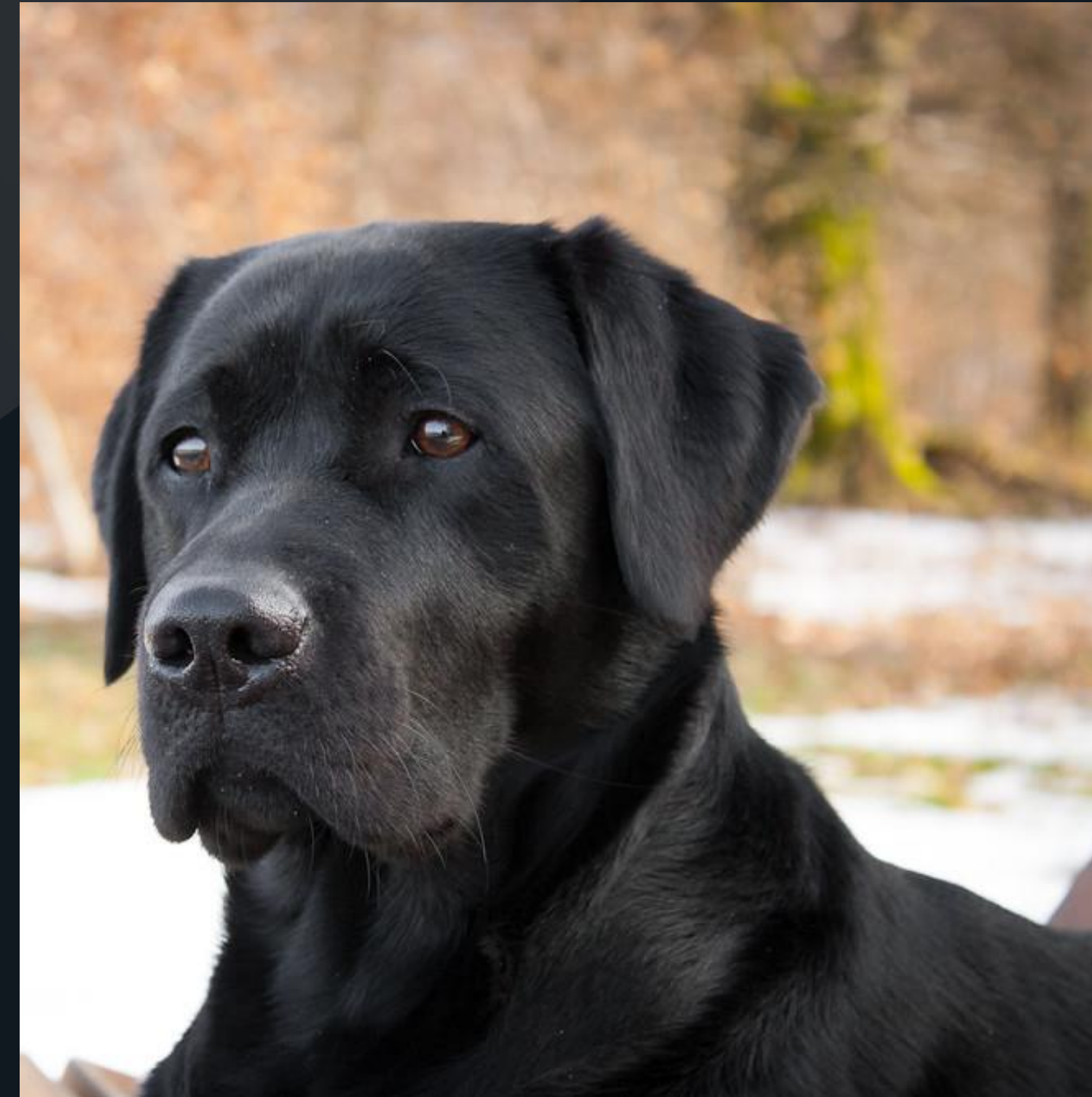
HSP is back

Overall growth 9% UKI

RUCKUS Partnership with **British Esports**

RUCKUS One announced and released

Products **focused** on business outcomes



THANK YOU



Building a RUCKUS with a Purpose

Bart Giordano

President



Making a RUCKUS with **PURPOSE**



20 Years of Making a RUCKUS



2 Decades of Leadership



ABI RESEARCH COMPETITIVE RANKING
WLAN FOR CAMPUS AREA NETWORKS



OVERALL: 78.6 | INNOVATION: 75.4 | IMPLEMENTATION: 81.7 | RANK: 4

ABIRESEARCH 35



Innovation of the Year Award 2024

RUCKUS AI-Driven Wi-Fi 7 Solution

The Wi-Fi
AWARDS
Innovation of the Year



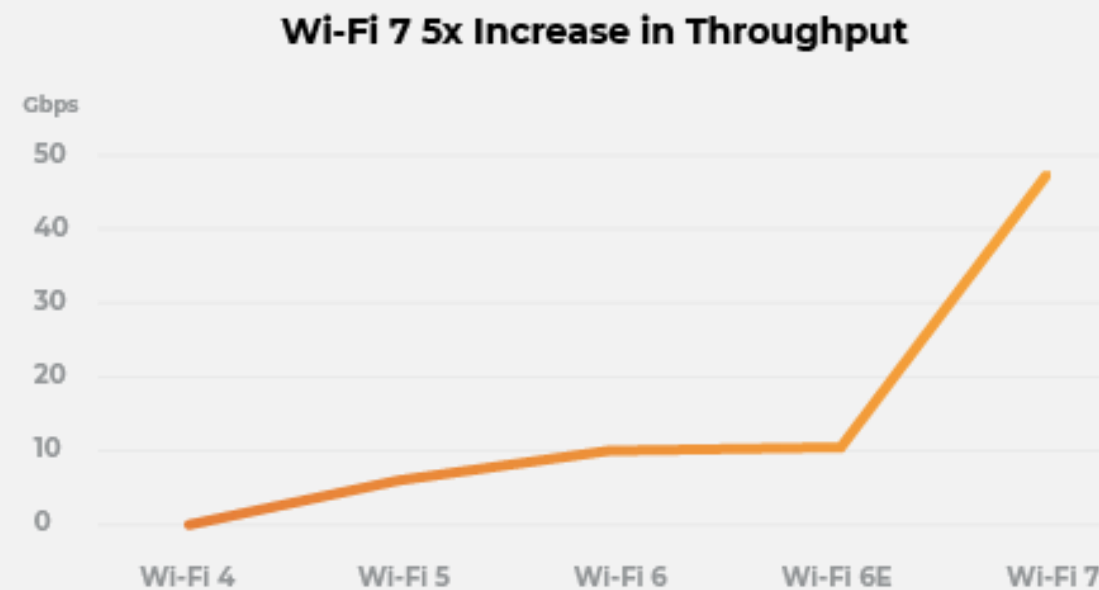
Let's Talk About
The Real
Wi-Fi 7



Wi-Fi 7 : Multifold improvement in throughput, latency and capacity

Extremely High Throughput

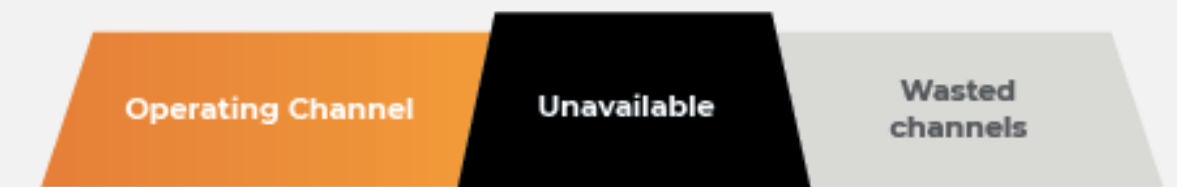
- 4K QAM
- 16 spatial streams
- 320 MHz wide channels



Punctured Transmission

- Increased channel availability
- Better throughput
- Lower latency

Without Preamble Puncturing



With Preamble Puncturing



Multi-Link Operation

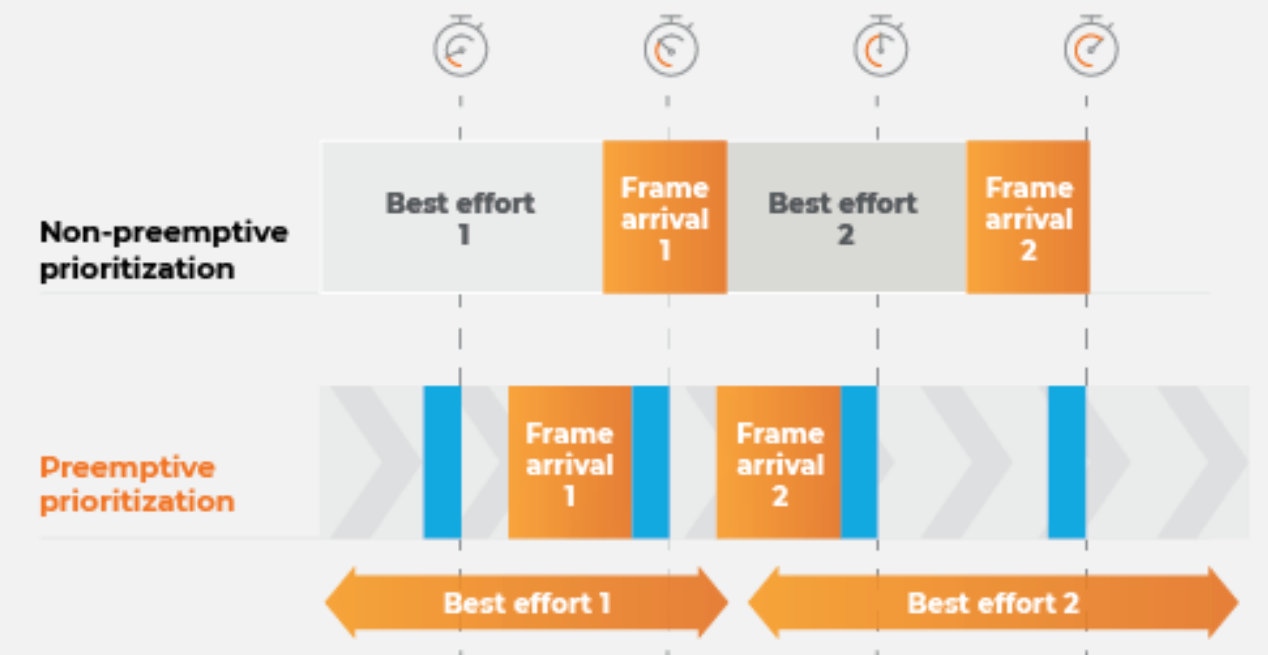
- Link redundancy (resilience)
- Link aggregation (throughput)
- Link selection (latency)



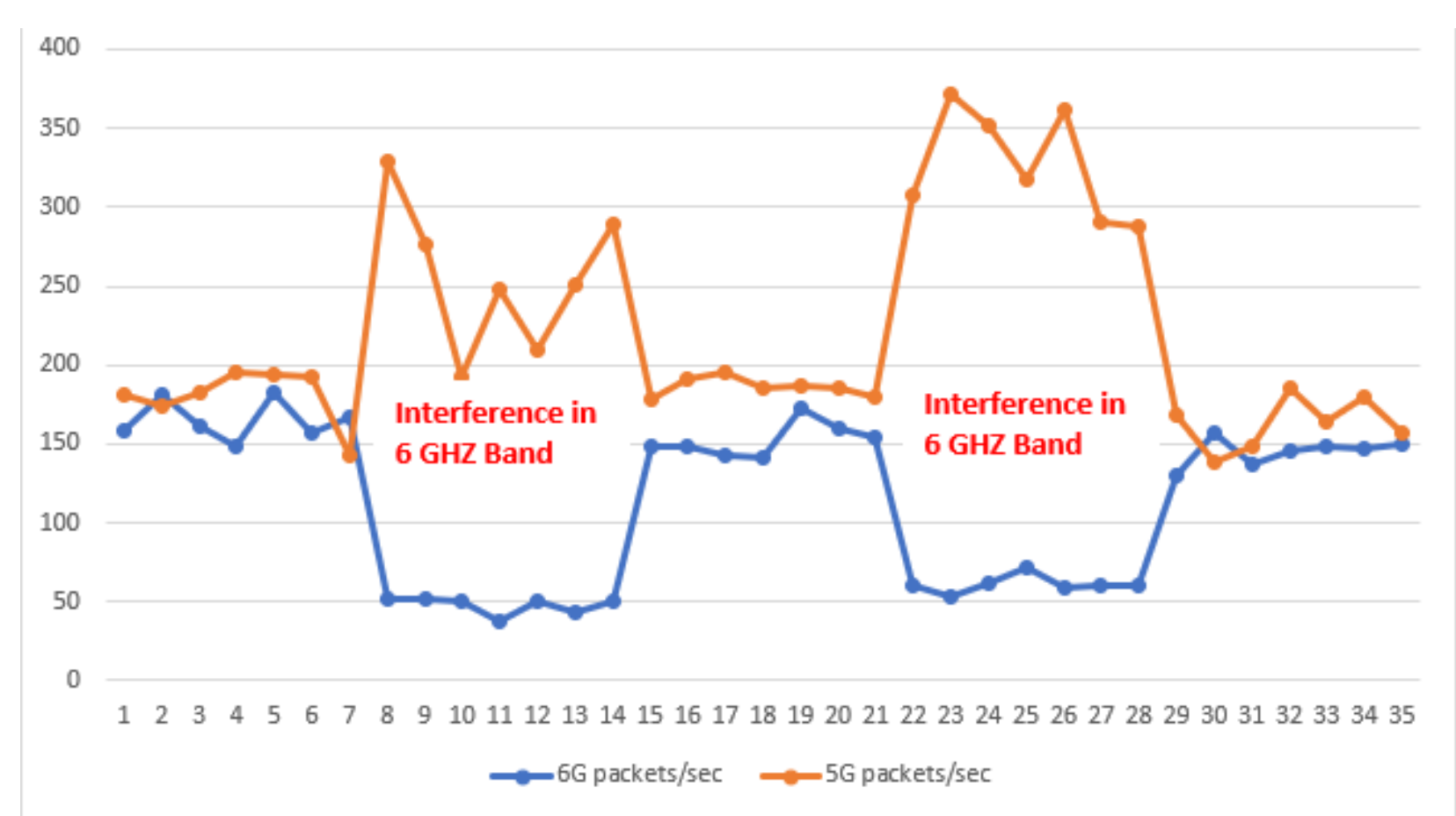
MLO (Multi-Link Operation)

Enhanced Quality of Service

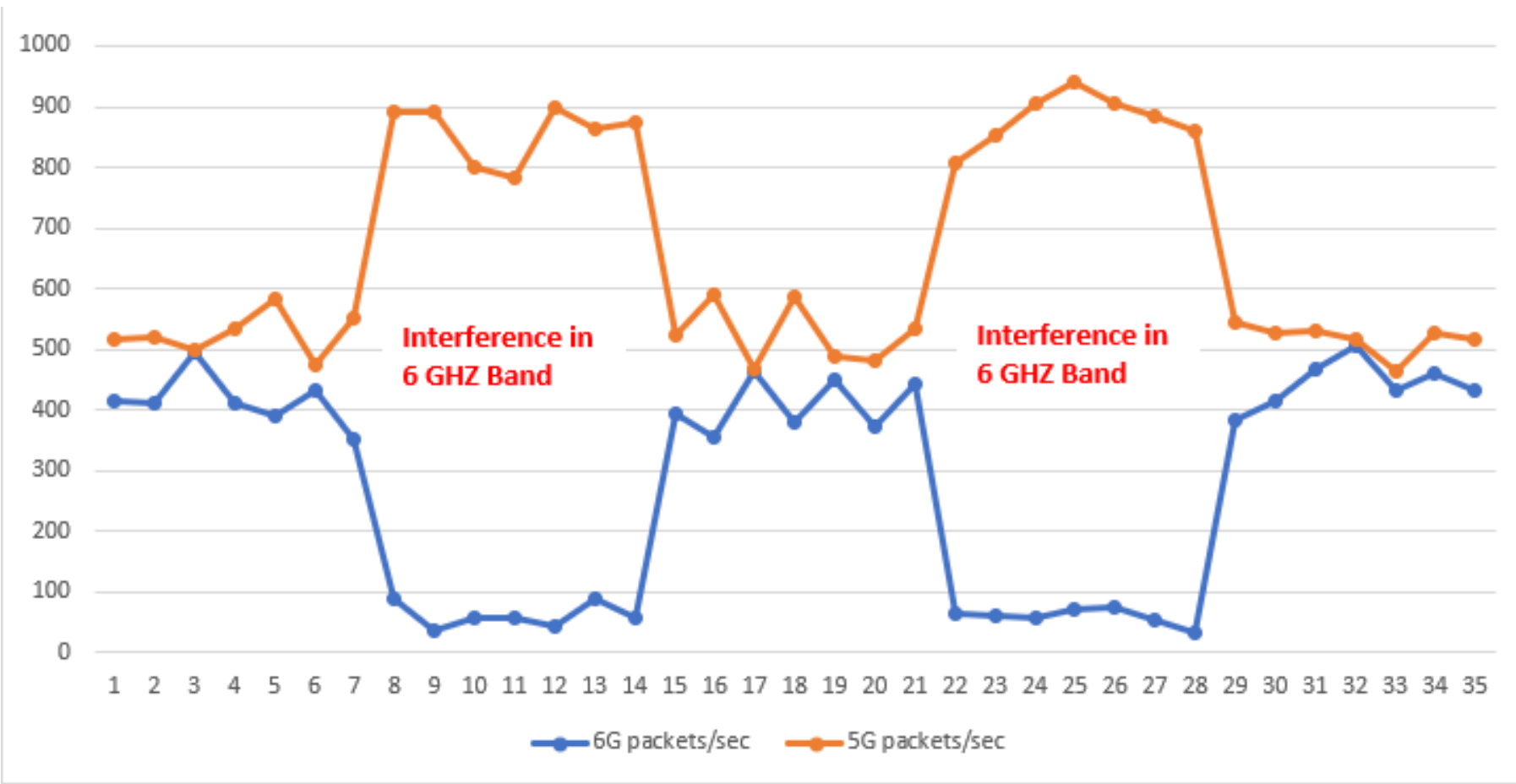
- Deterministic Low Latency



RUCKUS Wi-Fi 7: Multi-link Operations(MLO) Is Real



UPLINK

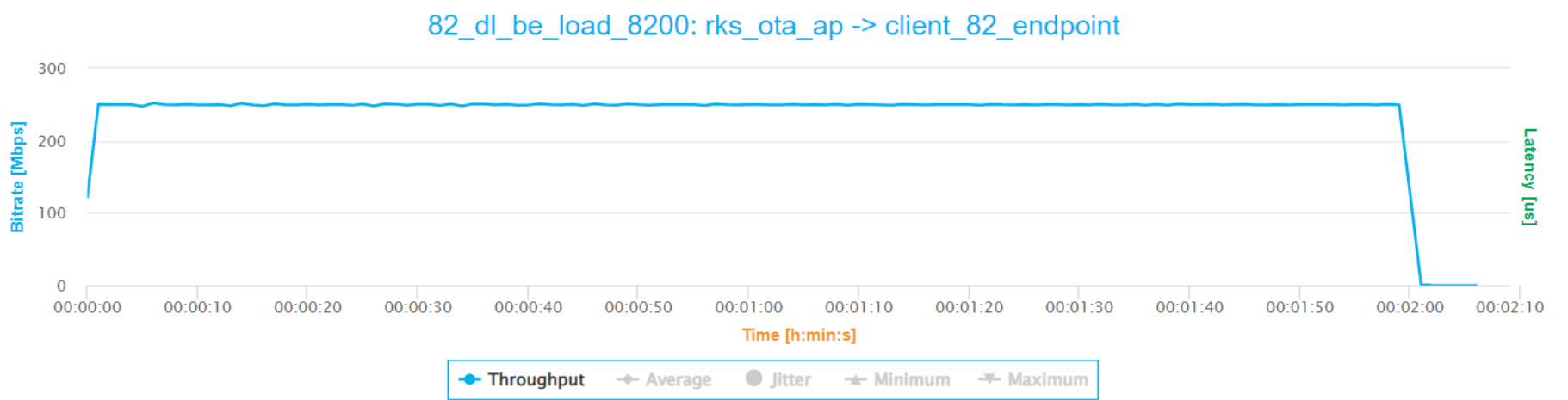
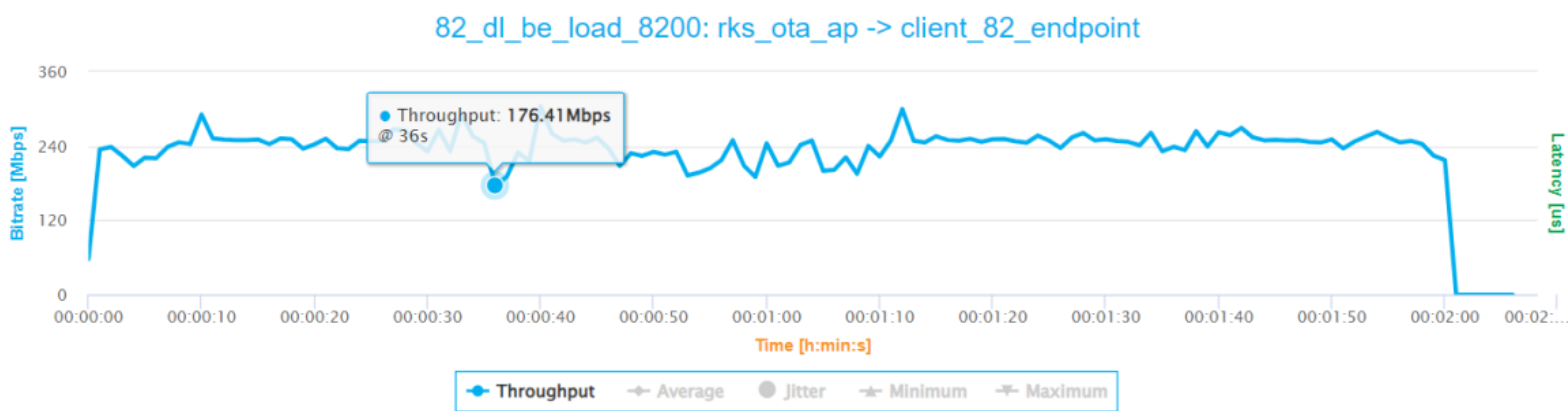
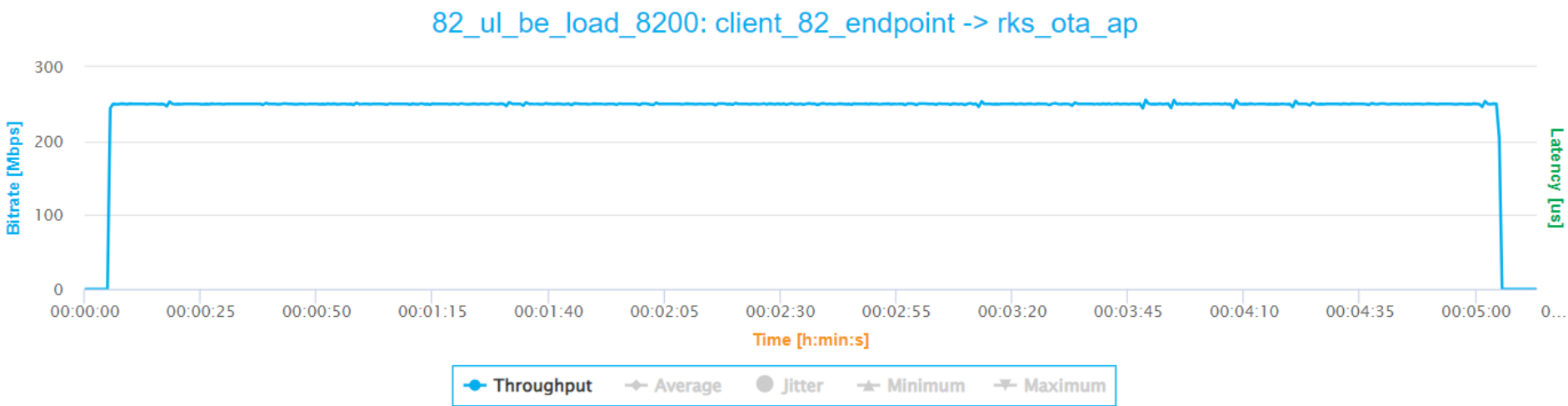
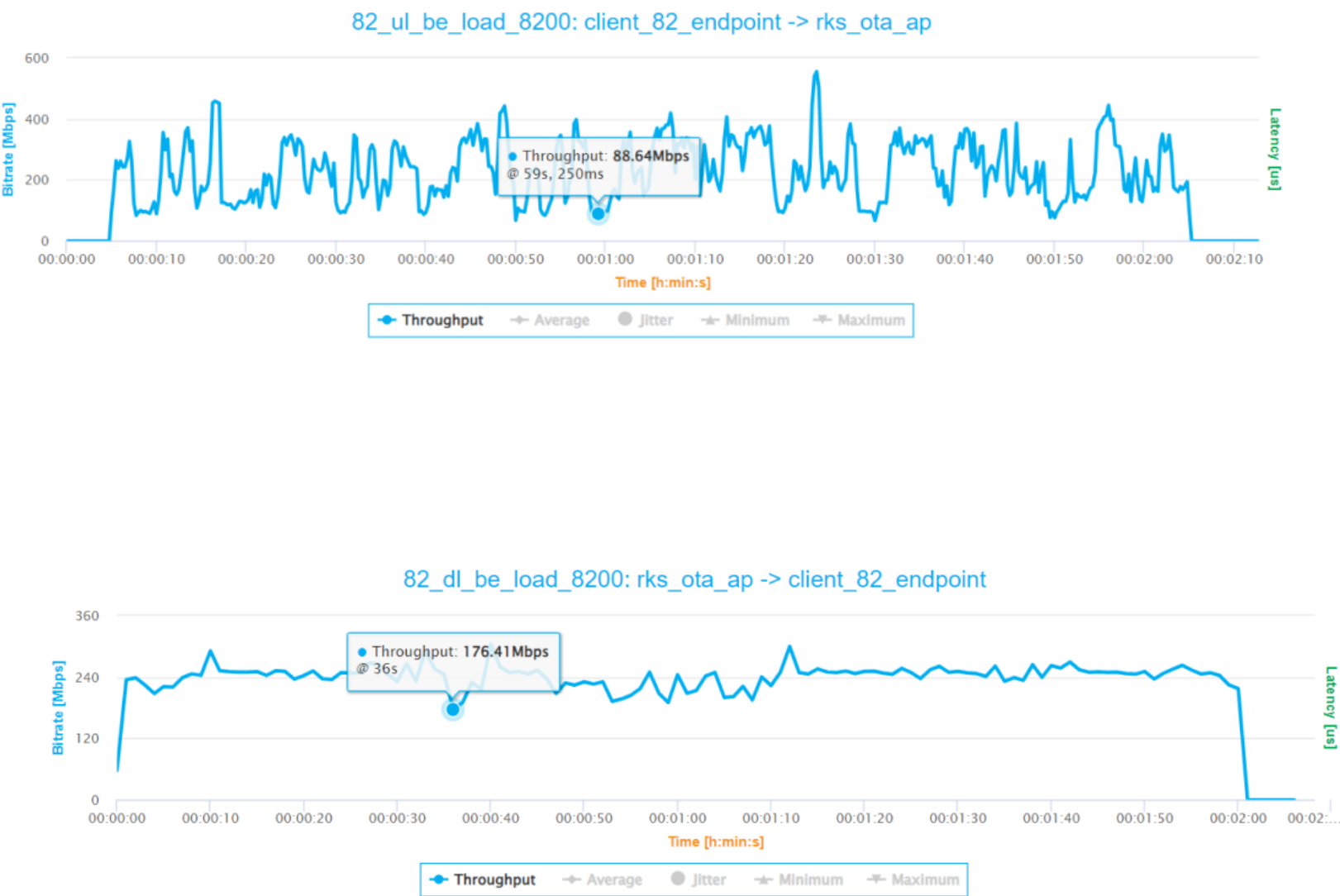


DOWNLINK

With MLO

Ask your vendor if they have MLO!

RUCKUS Wi-Fi 7 MLO: THROUGHPUT DESPITE INTERFERENCE



Without **MLO**

With **MLO**

Ask for it!

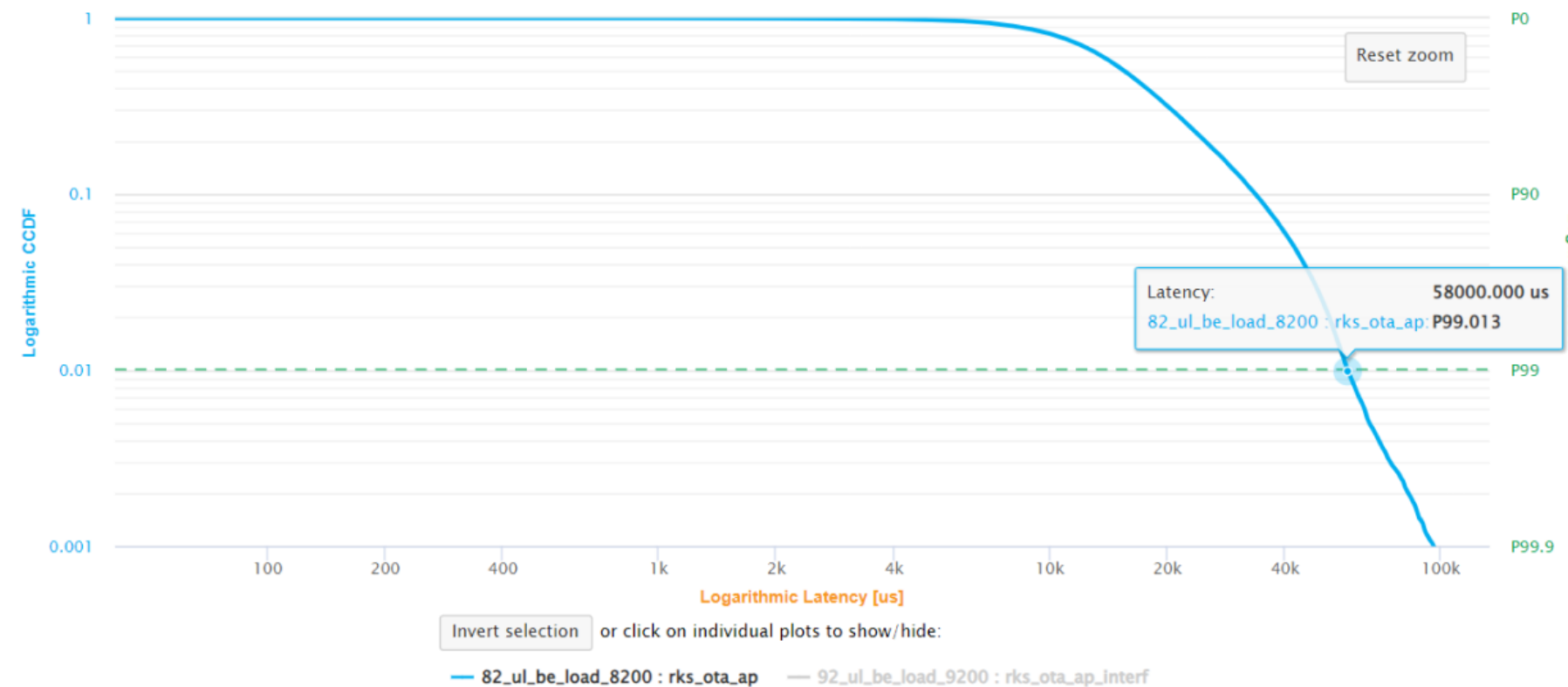
RUCKUS Wi-Fi 7 MLO: Latency Goes DOWN! DOWN! DOWN!



19X improvement at the 99th %tile

Frame Blasting Flows: Latency CCDF and CDF

Flows at the left have lower latency

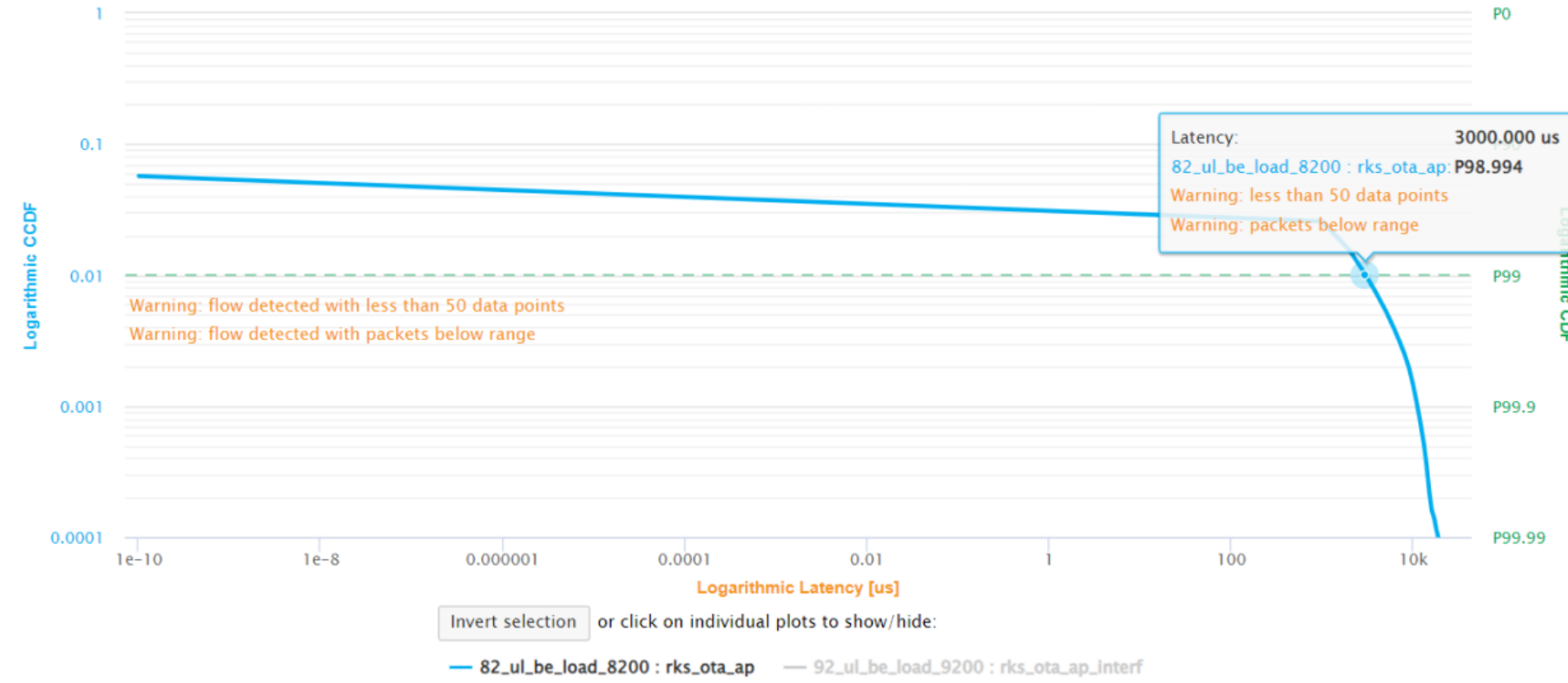


Without MLO

Uplink

Frame Blasting Flows: Latency CCDF and CDF

Flows at the left have lower latency



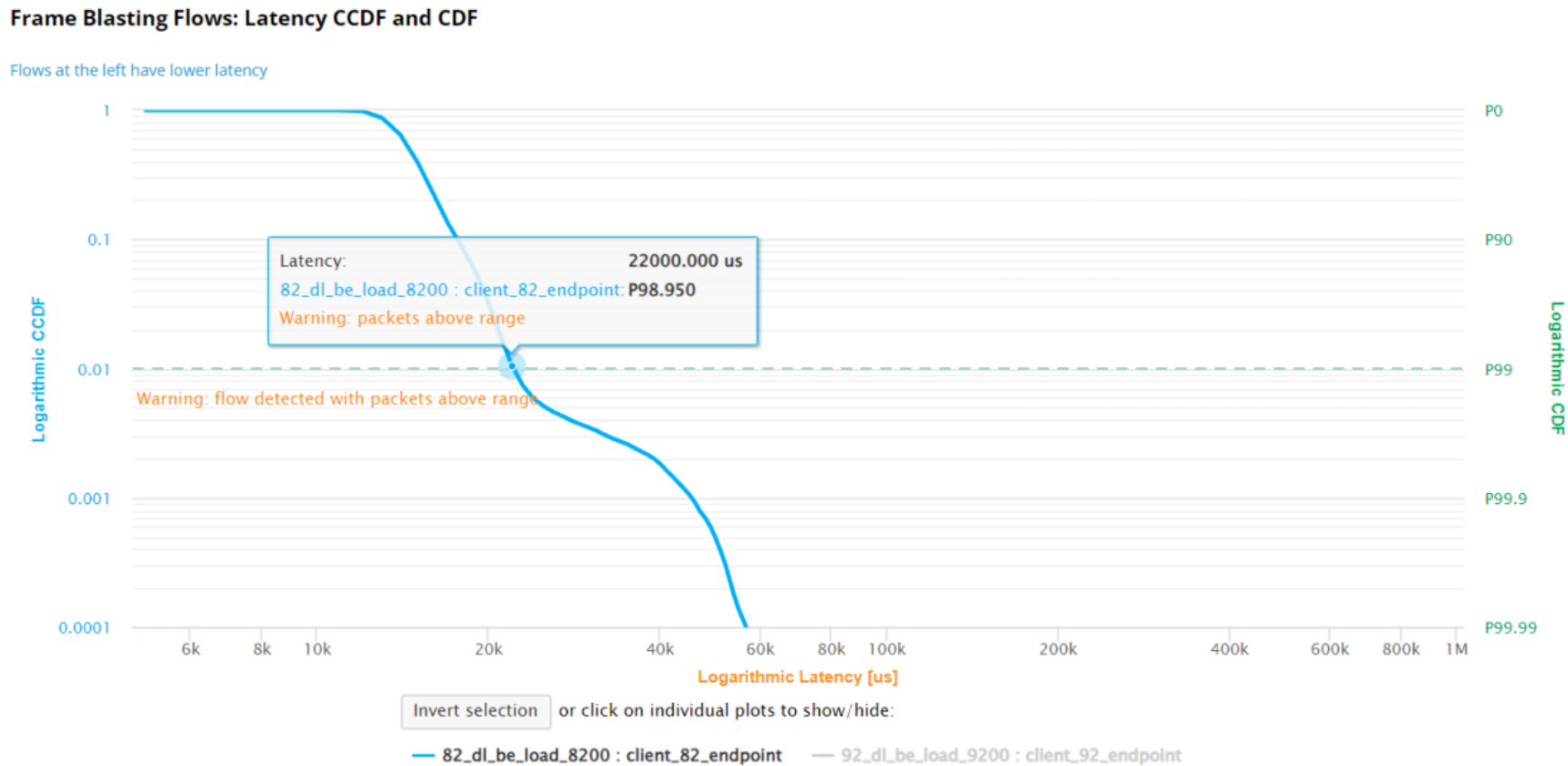
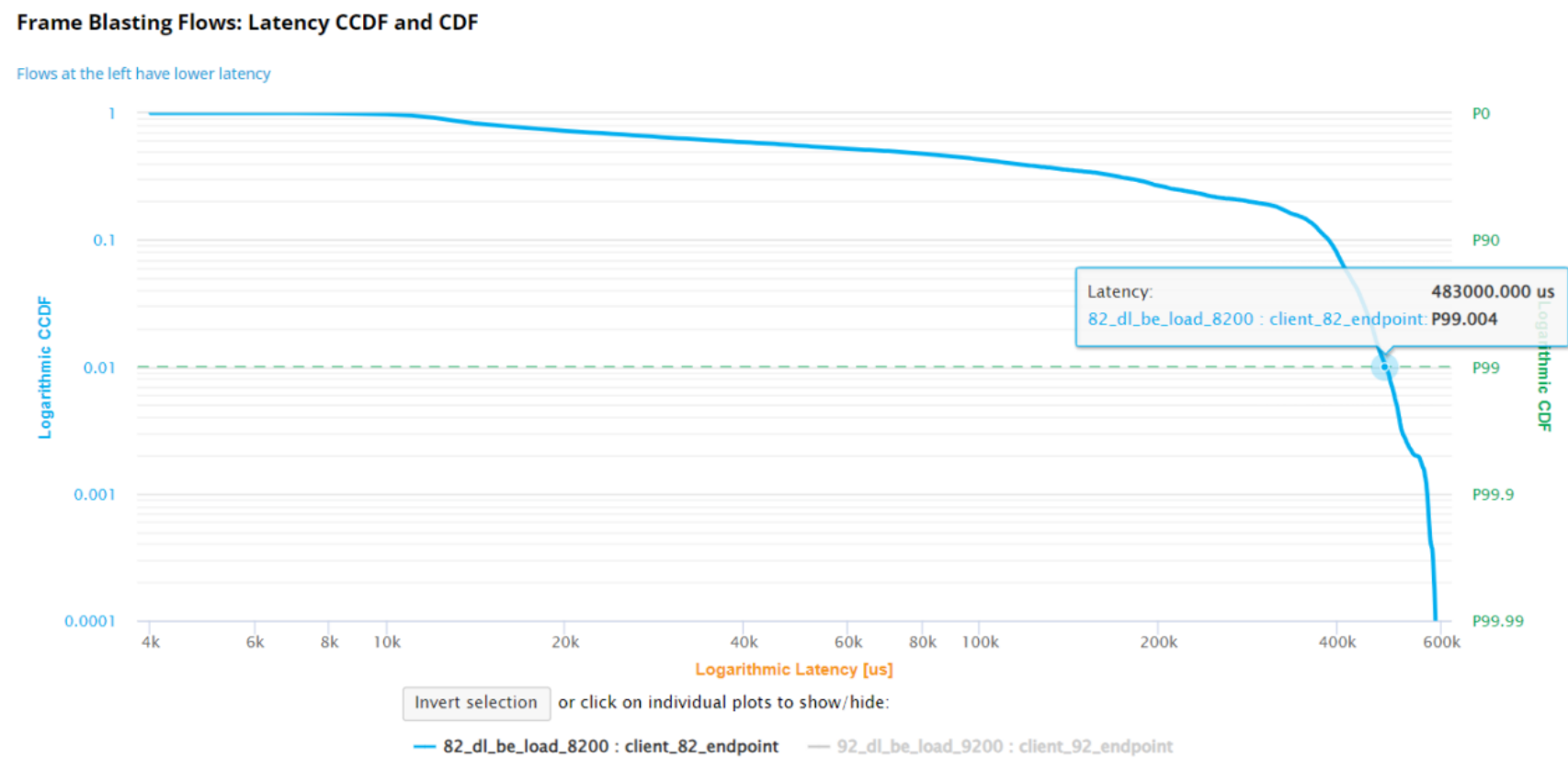
With MLO

Ask for it!

RUCKUS Wi-Fi 7 MLO: Latency Goes DOWN! DOWN! DOWN!



22X improvement at the 99th %tile



Without MLO

Downlink

With MLO

Ask for it!

RUCKUS AI TAKES **Wi-Fi 7**
EXPERIENCE TO A WHOLE NEW LEVEL

Wi-Fi 7 RUCKUS AI for Network Efficiency

**Surface issues before
they blow up**



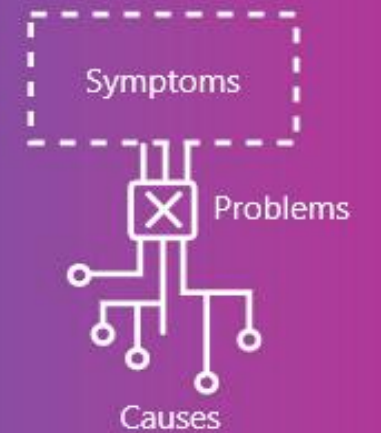
ML-driven incident and
anomaly detection

**Address the most
urgent issues first**



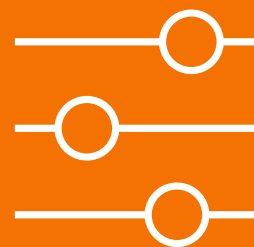
AI-driven prioritization

Fix them fast



ML-driven root cause
and recommendations

**Compare network
KPIs before and after
a change to analyze
the impact**



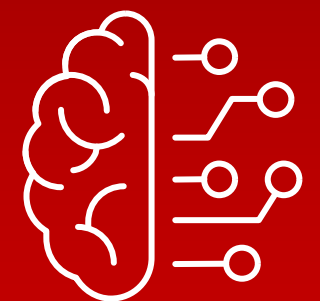
Config change analysis

**Let the system make
recommendations on
changes to improve
network performance**



AI-recommendations

**Let Cloud RRM
drive down
interference and
maximize capacity
every day.**



AI-Driven Cloud RRM

DO



Venue RRM Health:

● Non-Optimized

Date:

11/25/2023 23:05

Summary:

8 interfering links can be optimized to 0

Status:

New

↓ RRM comparison

Recommendation Details

Current Configuration

Background scanning and Auto for 5 GHz with static AP Tx Power

Recommended Configuration

AI-Driven RRM for channel and bandwidth plan with no change in AP Tx Power

Venue: DO is experiencing high co-channel interference in 5 GHz band due to suboptimal channel planning. The channel plan, and potentially channel bandwidth and AP transmit power can be optimized by enabling AI-Driven Cloud RRM. This will help to improve the Wi-Fi end user experience.

Why this recommendation?

Based on our AI Analytics, enabling AI-Driven Cloud RRM will decrease the number of interfering links from 8 to 0.

Potential trade-off

AI-Driven Cloud RRM will be applied at the venue level, and all configurations (including static configurations) for channel, channel bandwidth, Auto Channel Selection, Auto Cell Sizing and AP transmit power will potentially be overwritten. DFS channels with excessive radar events will also be automatically restricted from usage.

Key Performance Indications

[More details](#)

Before



Recommended



Status Trail

11/25/2023 23:03 New



Wi-Fi 7 + AI *In the Wild*

New use cases and requirements

Low latency, affected by:

- Distance
- Speed
- Media Contention

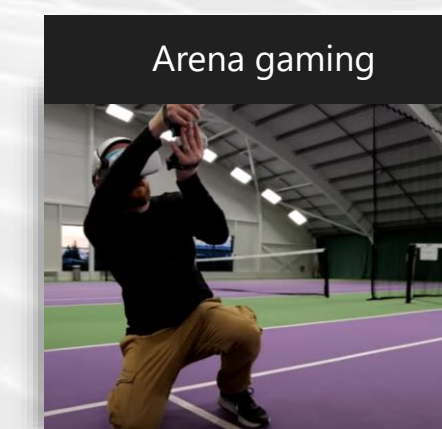
High Reliability

High speed

- Extended reality (AR/VR)
- Post pandemic Video Conferencing explosion



- Social Gaming & e-Sports
- 8K Streaming



- IoT/Operational Technology



Wi-Fi 7 Adoption in Key Verticals: What we are hearing

Verticals where **QoE over Wi-Fi** is strategic and critical to business and/or customer satisfaction



Manufacturing
Warehousing
Logistics

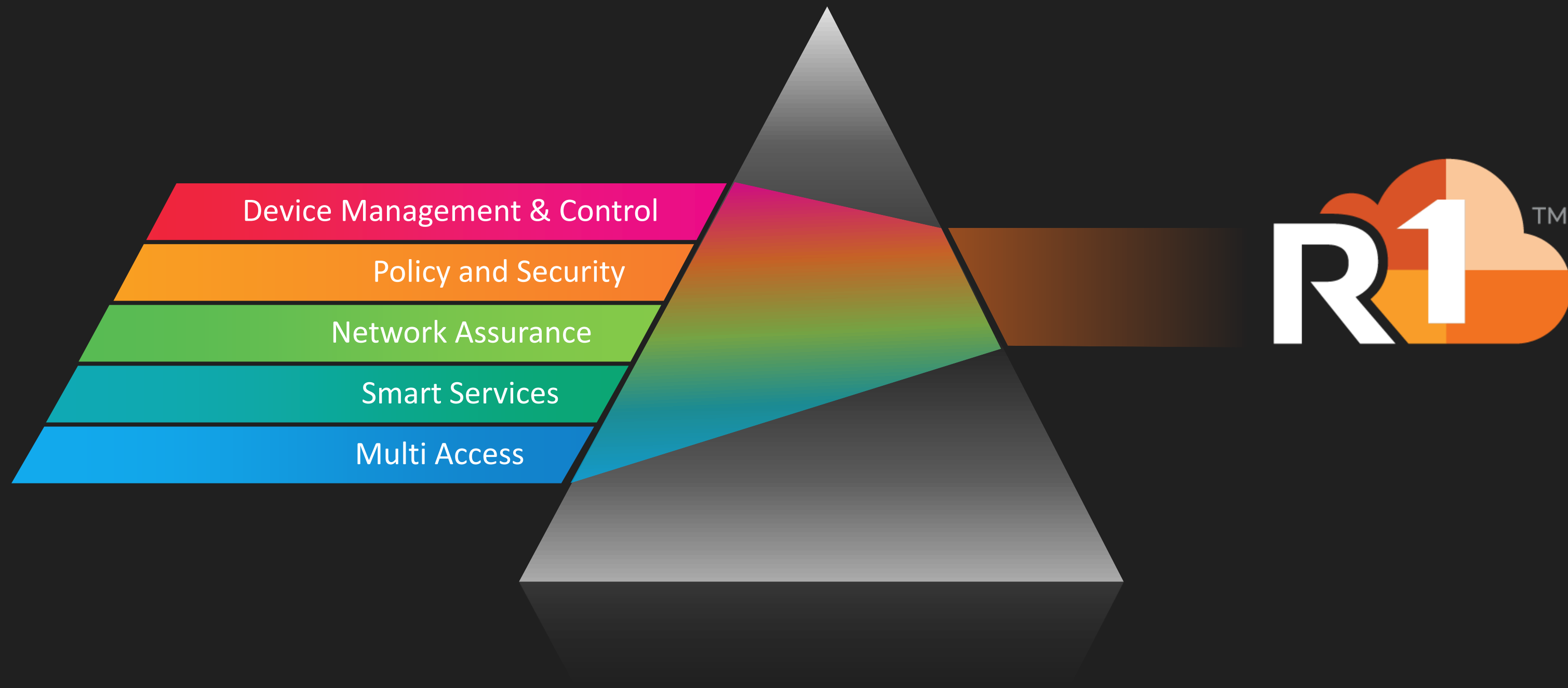
Hospitality

Education

Large Public Venues



Simplified experience unifying our portfolio into
one software platform

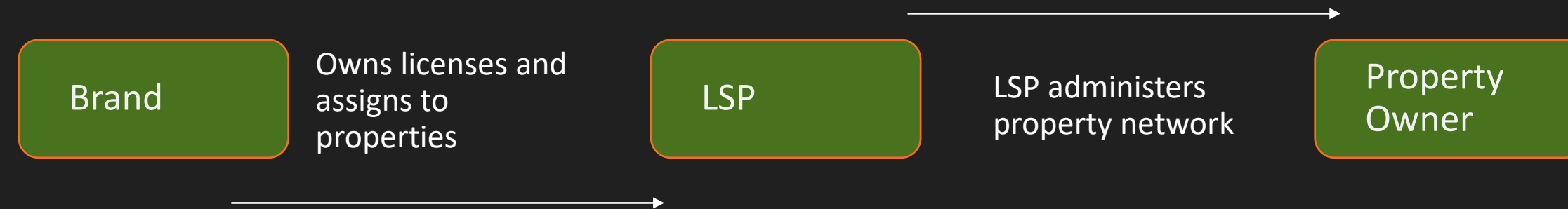




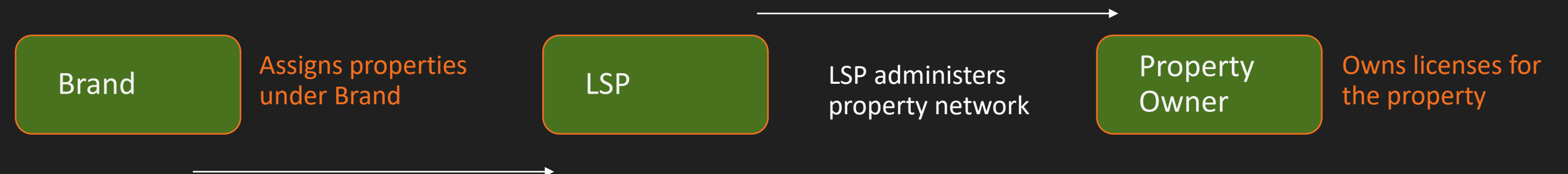
Hospitality Edition

License Management tailored for Hospitality

General MSP Model



Hospitality Model



Brand 360: Focus on what matters most to the Brand and LSP



My Account

US

Hilton Worldwide

JS

★

Brand 360

Property

Last 24 hours

Distressed Properties

of Properties with P1 Incident

2 ↓7

1 The Drake (2)

2 Hampton Inn and Suites...(1)

3 Conrad Las Vegas (0)

Guest Experience

80.24% ↓12.47%

1 The Drake (0%)

2 Hampton Inn and Suites...(76.3%)

3 Conrad Las Vegas (88.1%)

Brand SSID Compliance

93%

Service Level Agreement

P1 Incidents

10%

Guest Experience

85%

SSID Compliance

90%

Save

Reset

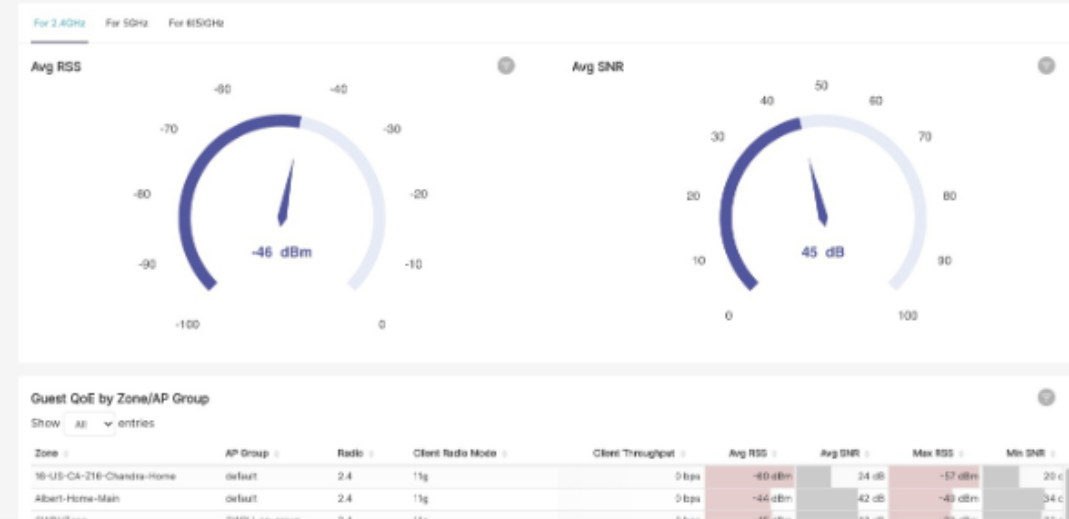
All

Property	LSP	P1 Incidents Count	Guest Experience	SSID Compliance	Devices Total	Devices in Active Life
Signia by Hilton Orlando	Art-integrator	0	71.1%	87%	32	30
Hampton Inn and Suites Richmond	B-Network	1	76.3%	0%	53	49
Conrad Las Vegas	Art-integrator	0	88.1%	91%	73	69
The Drake	NetOps	2	0%	98%	53	49
Hilton Santa Clara	B-Network	0	100%	87%	38	37

31 | © 2023 CommScope, Inc. All rights reserved. | CommScope Confidential

Custom reports at a click of a button

Average RSS and SNR by Radio Type

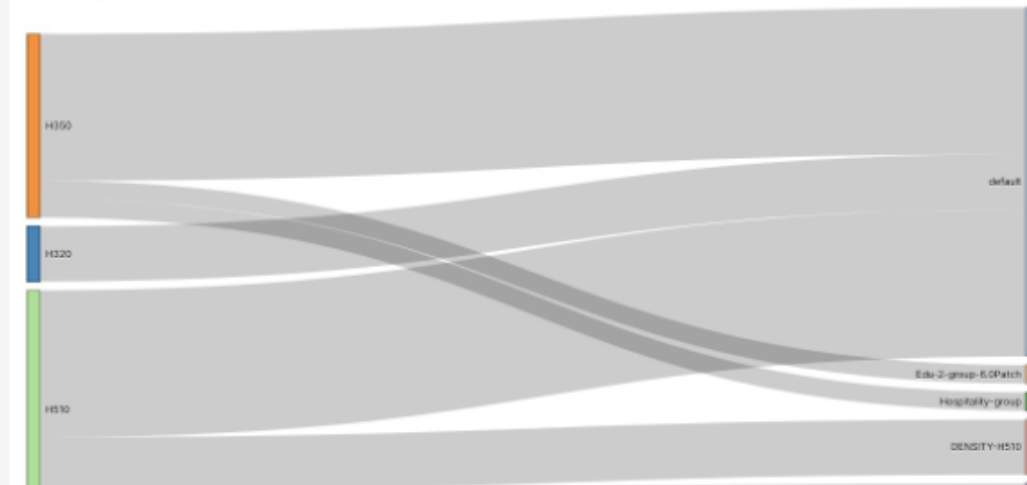


Guest Experience



Displays insights about the guest experience in the property.

AP Model by AP Group

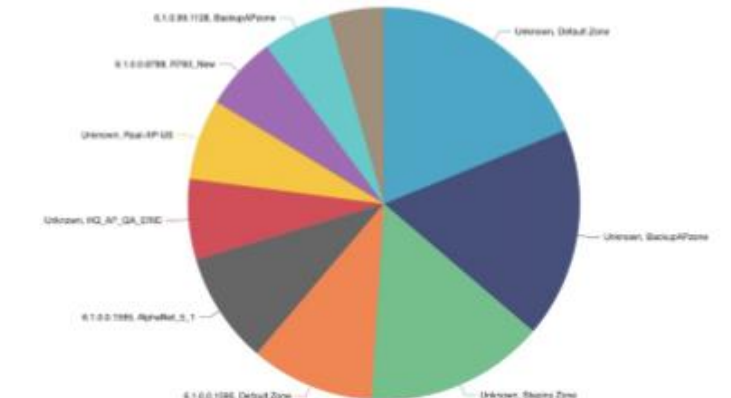


Brand Standard Compliance



Displays compliance reports detailing brand compliance for the property.

APs running obsolete code



Assets LifeCycle



Displays information about assets in the property that are nearing End of...

What's Next?



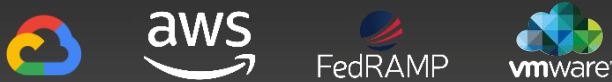
RUCKUS Purpose-Driven Edge Solutions with AI and LLM



AI-driven Converged UX

Edge Orchestration

(Pvt/Public/DC) Infra.



Edge Applications

Edge Applications

Edge OS

Edge Appliance / Virtual



Edge Applications

App Containers

RUCKUS AP OS



Centralized / Core

Campus | Property(Venue)

AP as App Platform

To Core ←

- AIOps
- Management
- Policy & Orchestration
- APIs

- Data Processing
- Policy Enforcement
- Latency & Resiliency
- Privacy Enforcement

→ **To Edge**

Thank you RUCKUS Big Dogs Partner in the U.K.!





PURPOSE-DRIVEN ENTERPRISE NETWORKS



EMEA Update

Gary Newbold

VP Sales EMEA



2024 EMEA Priorities

AWARENESS

Create awareness by driving message of innovation and technology leadership.

BRAND

Champion RUCKUS brand equity and strengthen credibility.

DEMAND GENERATION

Drive demand for the whole RUCKUS portfolio with end user audiences.

CHANNEL ENABLEMENT

Drive enablement - new Channel Partner Program.



Vertical Focus

Expand market share in HSP, EDU & MDU

Create Awareness

- Thought leadership
- Industry memberships
- PR

Generate Demand

- Event sponsorship
- Digital campaigns
- Content syndication

Build Credibility

- Technology Leadership
- Innovation
- Customer stories

Win market share in emerging verticals (HIGHER ED/MWL)

2024 EMEA Events



MWCTM
Barcelona

bett
A Hyve Event

ExCeL London
24 - 26 January 2024



**INTERNATIONAL
HOTEL TECHNOLOGY
FORUM 2024**
16-18 APRIL | BARCELONA, SPAIN

LEAP

AHC Annual Hotel
Conference

ARL
Elevating Rental Living

Annual
Build to Rent
Conference
2024

**Redefining the
industry landscape.**

htng connect
WORLDWIDE FORUM FOR HOSPITALITY TECH

MANCHESTER, UK
29 September - 1 October

itsa EXPO
CONGRESS

HOT EUROPE
Conference

Networkshop

18-19 June 2024 |
Nottingham Trent University

20 June 2024 | Online
#NWS2024



**Wireless
Global Congress**
Wireless Broadband Alliance

**BUILD
TO RENT
EXPO '24**
MAKE THE CONNECTION

LL
LEADERS IN HOSPITALITY
DACH

HOSPACE

UK Industry Partnerships



These partnerships are instrumental in driving our success

UK Engagement

Engage with Ruckus

Attack customers as a dual force

Lead with Tech

First Enterprise WIFI 7
R1 Market leading Management
AI driven analytics
Complete Core to Edge with ICX

DEMAND GENERATION

Differentiate with Ruckus

CHANNEL ENABLEMENT

Utilise the new channel program to help you grow and be more profitable



THANK YOU

THE BREAK





FASTER WI-FI 7, SOLD & MADE FASTER

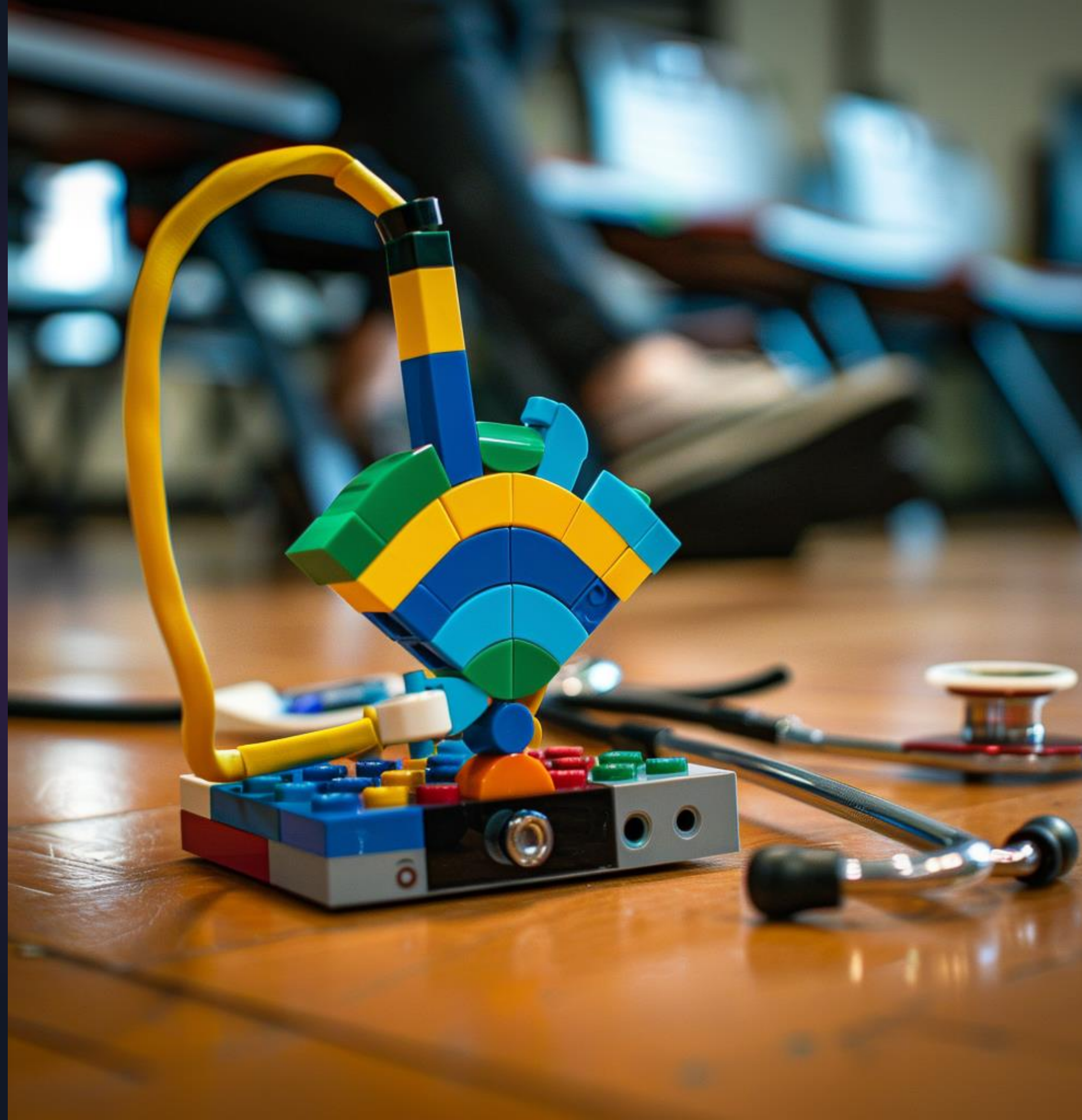
The essentials for selling, creating and
maintaining
Robust Ruckus Wi-Fi



Jussi Kiviniemi | Hamina Wireless

Agenda

- The mandatory blah-blah & yada-yada
- Live demos of
 - Selling..
 - Designing..
 - Maintaining..
 - ..Awesome Wi-Fi 7



About the presenter



- Jussi Kiviniemi
- Hamina Wireless

Interested in Wireless?

- Whip out your camera
- Point it here and click=>



The building blocks

- Use case
- Environment
- Client devices
- Coverage
- Redundancy, capacity
- Validation
- Visual on live network



Troubleshooting

- Coverage
- Roaming
- Interference
- Plan vs reality
 - Site survey done vs
 - No site survey



Top 7 Tips

- Discuss with end users
- Explain needs for budget
- Consider environment
- Validate when you can
- Automate, but with care
- Truck roll only when you have to
- Educate yourself and network with experts



Kiitos!

Linkedin=>





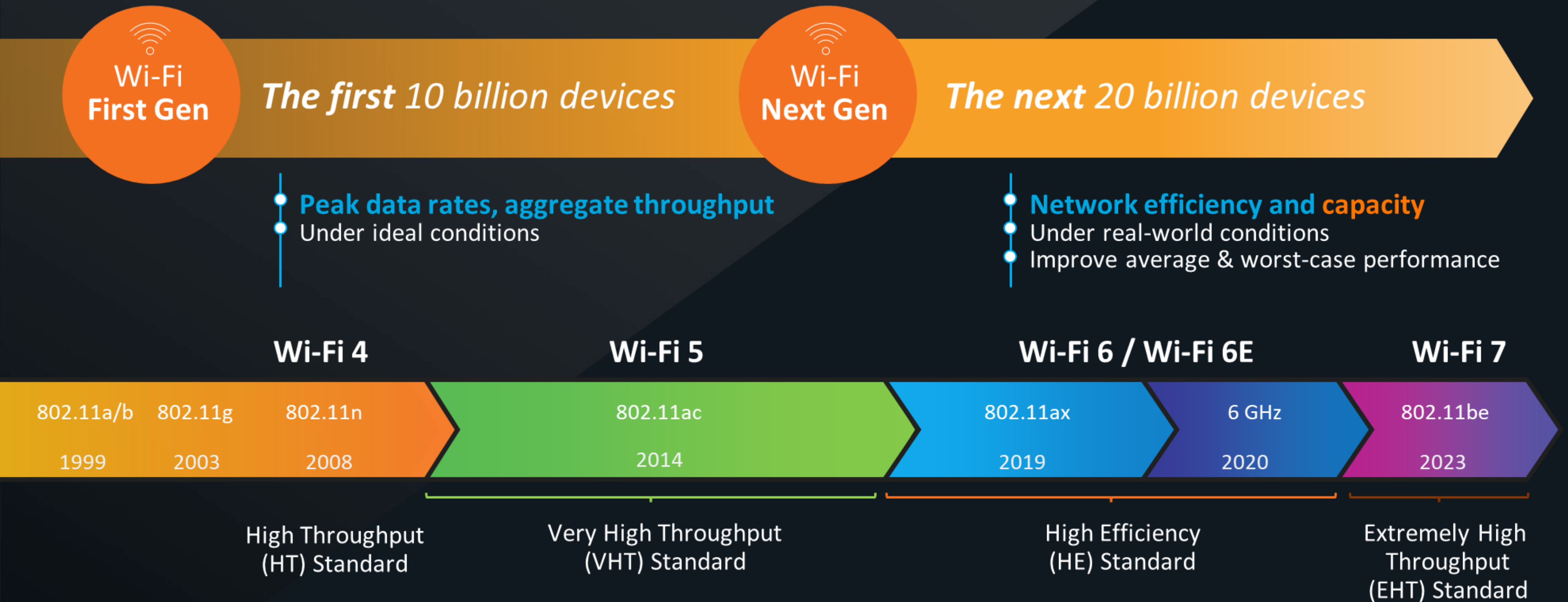
Wi-Fi 7 and the Business Opportunity

Eddie Felmer

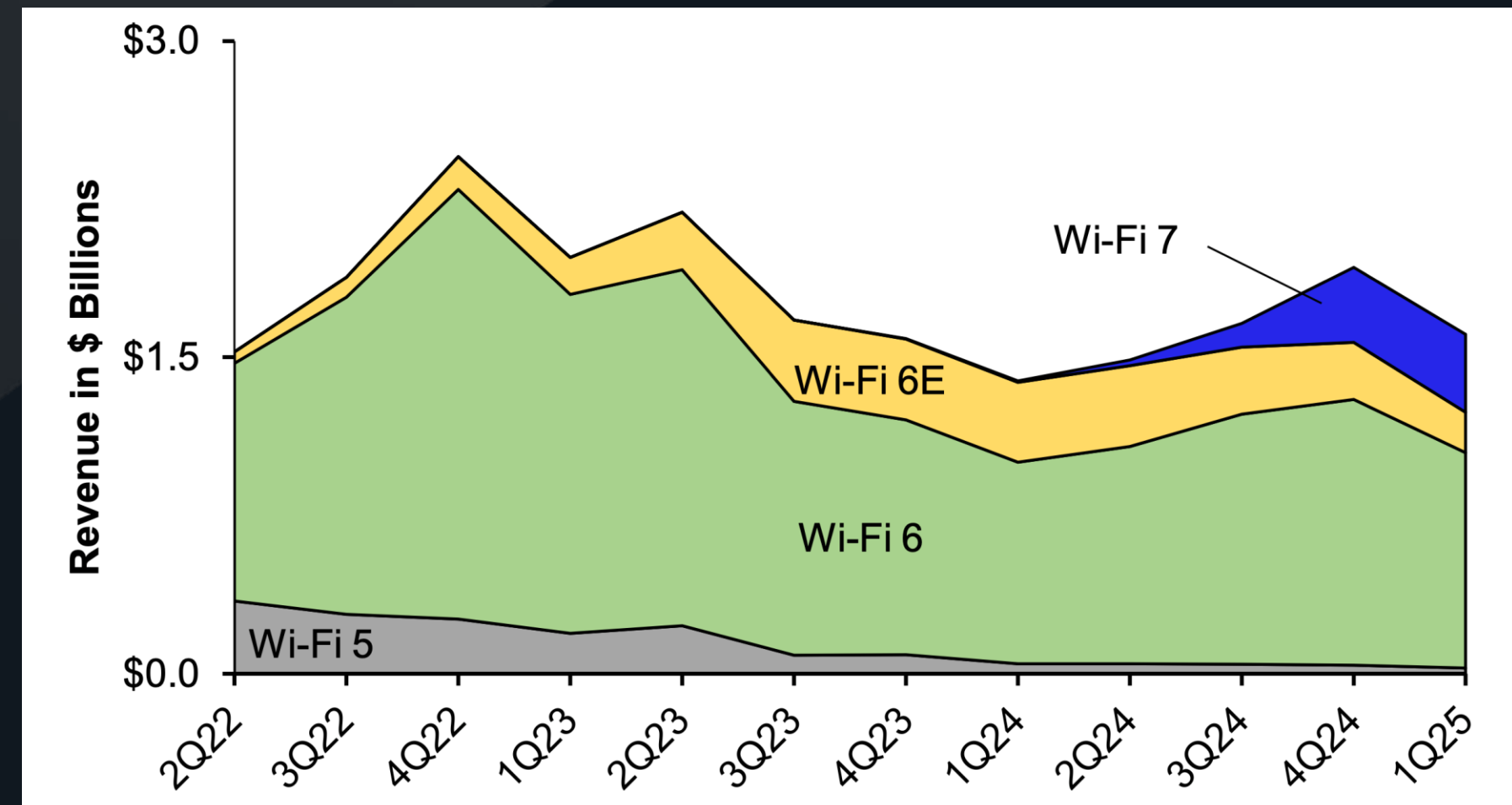
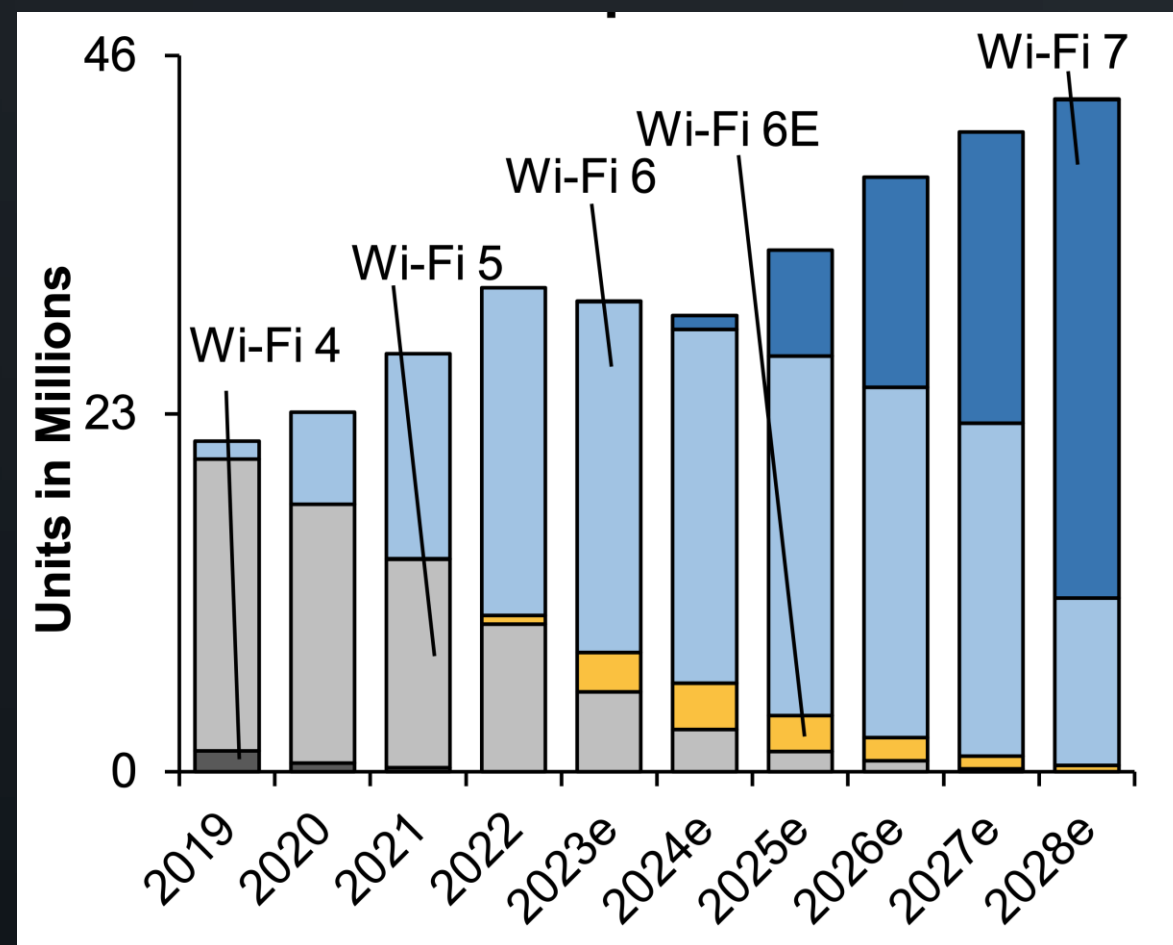
Consulting SE UK&I



The next evolution of Wi-Fi is **here!**



What do analysts say about the Wi-Fi market



Source: Dell'Oro Group WLAN Forecast Report June 2024

Early Adopter Wi-Fi use

cases

Requirements: Throughput, Capacity, Low Latency, Reliable Data Transport

High Density

Large Public venues
Lecture theatres
Conference centres



High Data

High data usage
applications

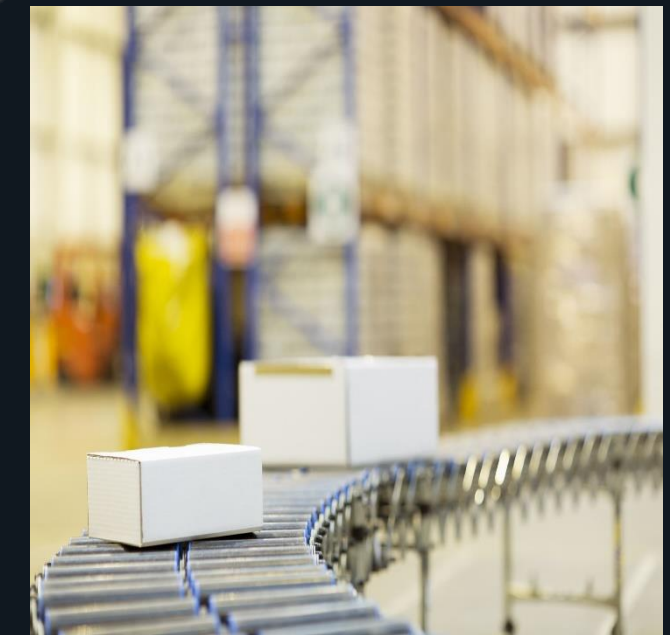


Video

Video conferencing
8k video streaming /
casting



Automation



Extended Reality



Benefits of Wi-Fi 7

Multi-Gigabit
Throughput



Low
Latency



More
Capacity



**What this means for
our customers**

- Move large data faster
- Improve Reliability
- Responsive Applications
- More Connected Devices

The bottom line:

Its all about enabling your customers to work more flexibly & efficiently!

An 'AHA' moment on Throughput vs. Latency

- **Copper Broadband**
 - 28Mbps DL / 4.7Mbps UL
 - Latency <20ms
- **Mobile Broadband**
 - 145Mbps DL / 43Mbps UL
 - Latency >250ms

Multi-Gigabit Throughput

Vs

Low Latency

What this means for our customers

- Move large data faster
- Improve Reliability
- Responsive Applications
- More Connected Devices

The **ONLY** Enterprise vendor in the WFA Wi-Fi 7 Certification Test Bed

“We are happy to have a RUCKUS Networks Wi-Fi 7 commercial AP platform as part of our testbed for the Wi-Fi CERTIFIED 7 program. We look forward to the rapid adoption of Wi-Fi CERTIFIED 7 across home, enterprise and industrial environments, and take pride in facilitating interoperability among the entire Wi-Fi 7 worldwide device ecosystem. Wi-Fi CERTIFIED devices, such as those from RUCKUS Networks—a longtime member of Wi-Fi Alliance—help deliver a good user experience in the enterprise”

Kevin Robinson

President and CEO, Wi-Fi Alliance



Wi-Fi 7 Go-To-Market Considerations

- All vendors will have a limited range of AP models for the next 12-18 months
- Do your homework to differentiate against competitor's product line up
- Focus on key verticals / opportunities that need Wi-Fi 7, else sell Wi-Fi 6
- With premium models being introduced first, go for high density/ capacity opps
Or those customers that want the best and have the budget!
- As cost-effective models are introduced in 2025, go after Wi-Fi refresh opps
- Use RUCKUS's Wi-Fi 7 certification test bed status with the Wi-Fi Alliance

As a multi-discipline Partner, don't forget...



Multi-Gig
switching/routing &
higher PoE budgets



Client Devices



Internet Connection



Fibre & Cat 6A Cabling



On-Prem Apps and
Services

Evolution of Wi-Fi Throughput

		x 11.5	x 1.3	x 4.8	
	Wi-Fi 4	Wi-Fi 5	Wi-Fi 6/6E	Wi-Fi 7	
Standard	802.11n	802.11ac	802.11ax	802.11be	
Max Speed with 1 Spatial Stream	150 Mbps	866.7 Mbps	1.2 Gbps	2.9 Gbps	
Max Speed with 2 Spatial Streams	300 Mbps	1.73 Gbps	2.5 Gbps	5.8 Gbps	
Max Speed with Max # Spatial Streams	600 Mbps	6.92 Gbps	9.6 Gbps	46.4 Gbps	

Wi-Fi 7 key technology evolutions

Channel width increased from 160Mhz to 320Mhz – 2x performance

Quadrature Amplitude Modulation (QAM) increased from 1024 to 4096 bits (symbols)
– 30%+ performance increase

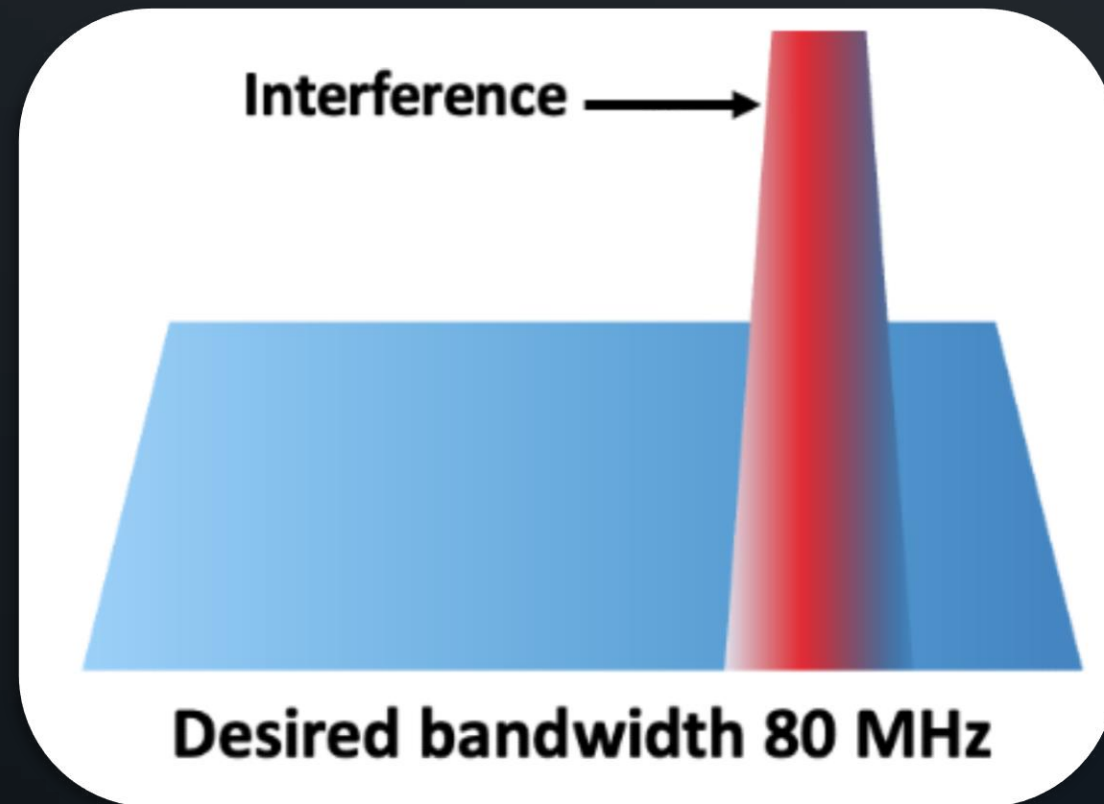
Spatial Streams increased from 8 to 16

Punctured Transmission – recovery of a channel's spectrum around narrow band interference

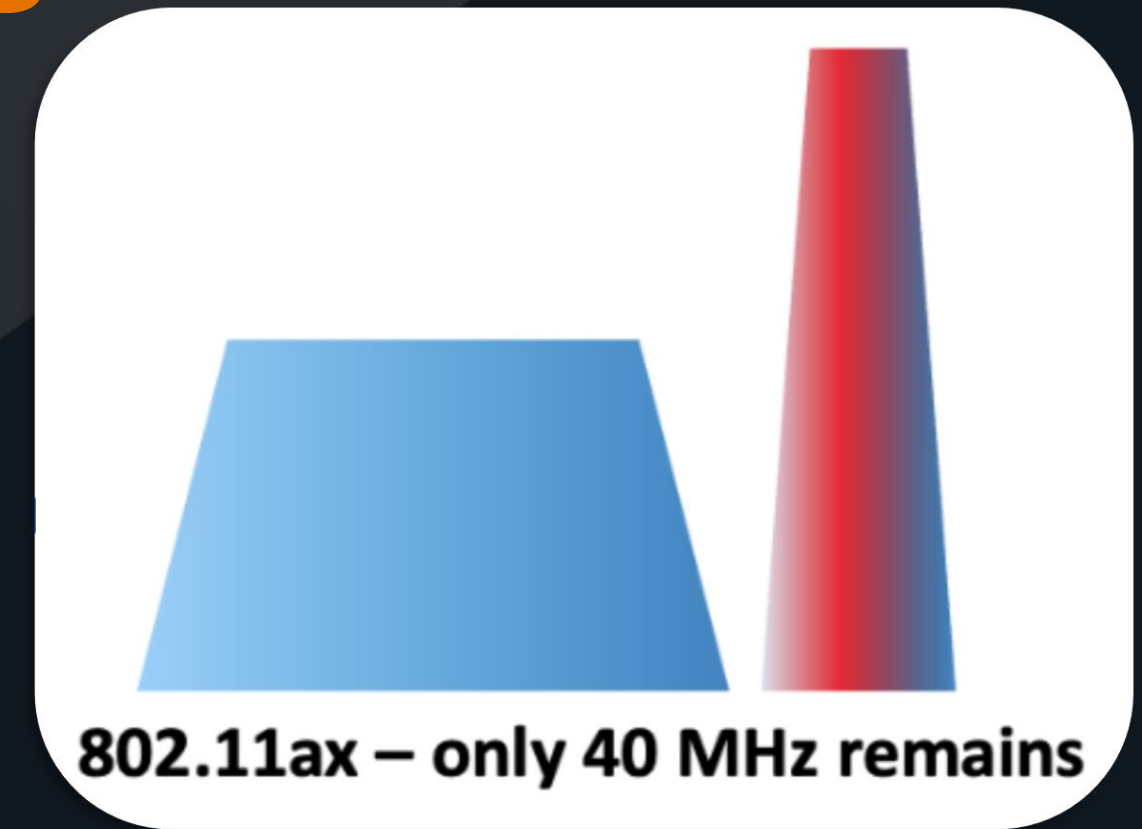
Multi-Link Operation (MLO) aka LAG for Wi-Fi

Access to the 6Ghz Spectrum (optional use in Wi-Fi 7 Aps)

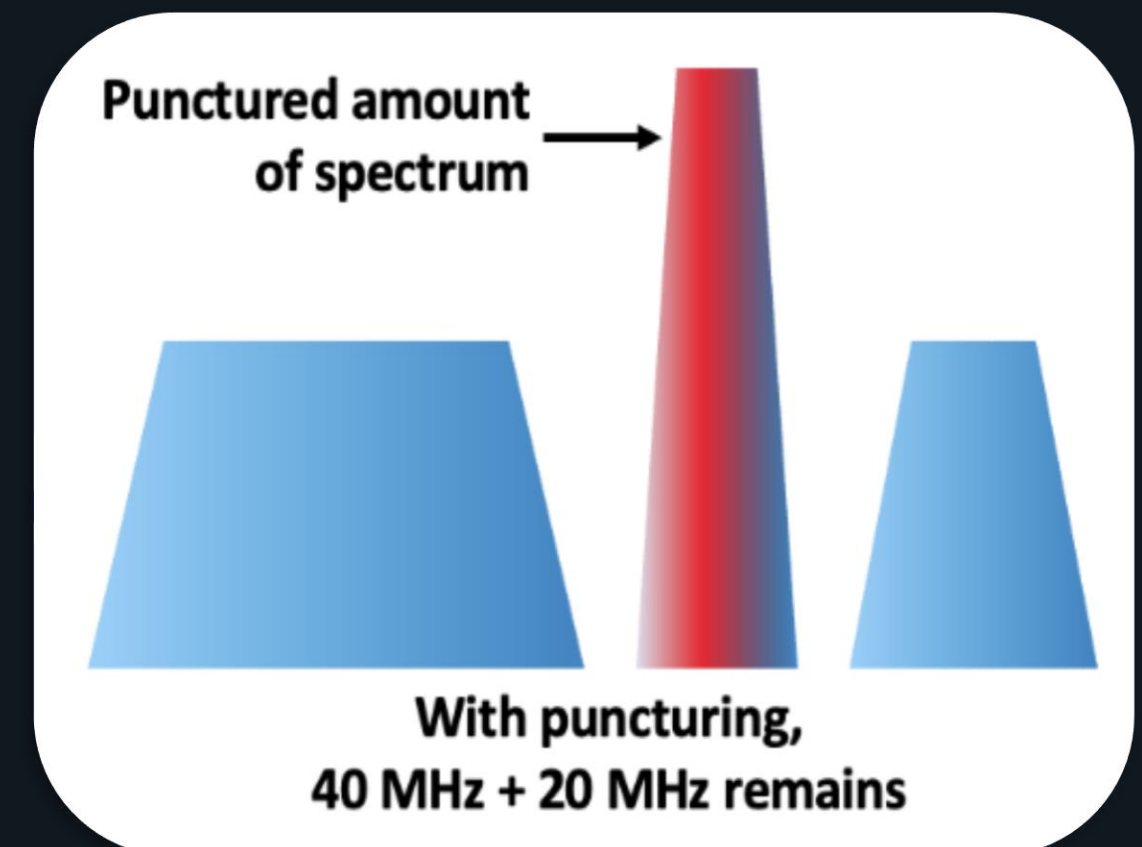
Punctured Transmissions



Without Punctured Transmission



With Punctured Transmission



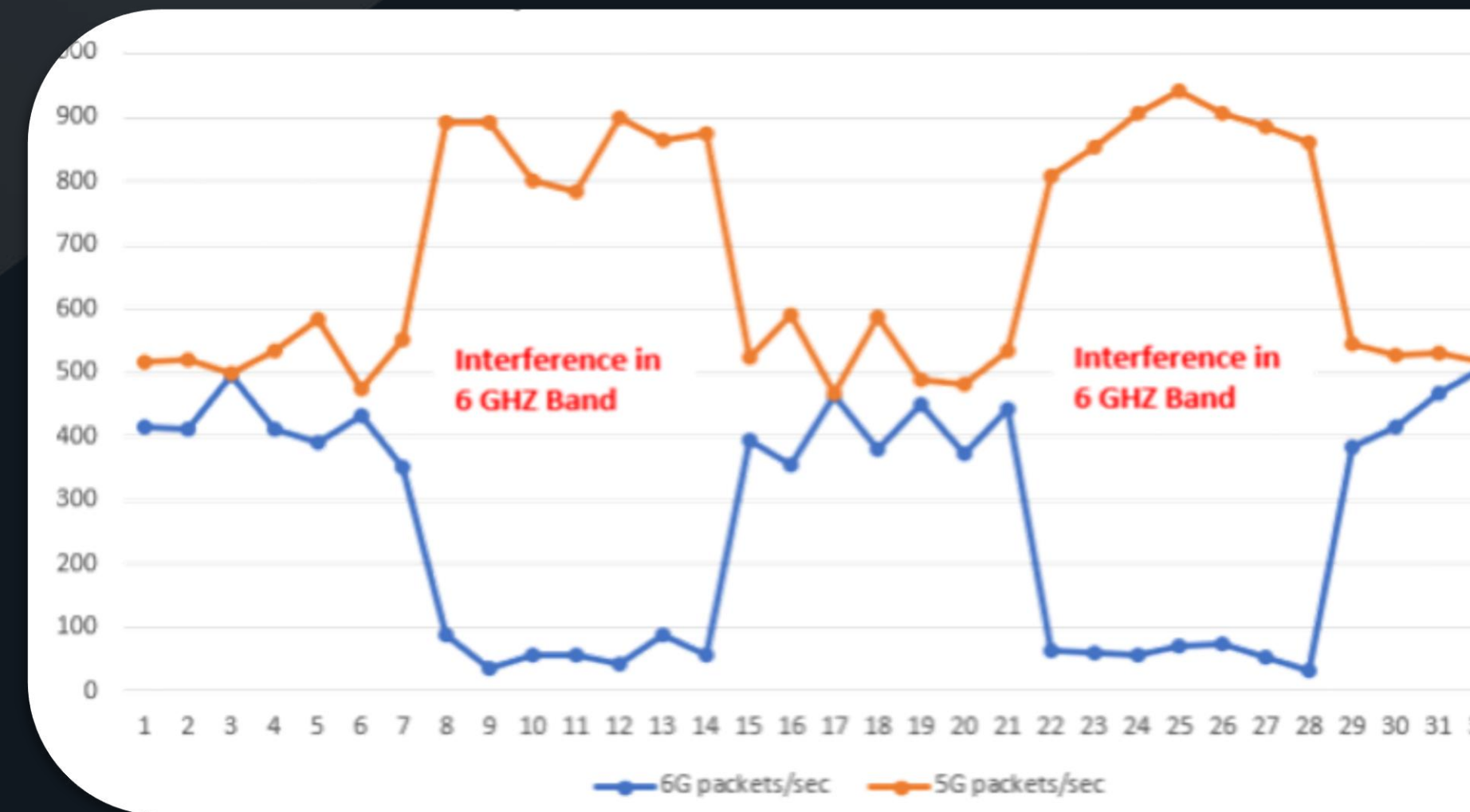
Multi-Link Operation (MLO)

Client & an AP negotiate to communication over 2 RF bands

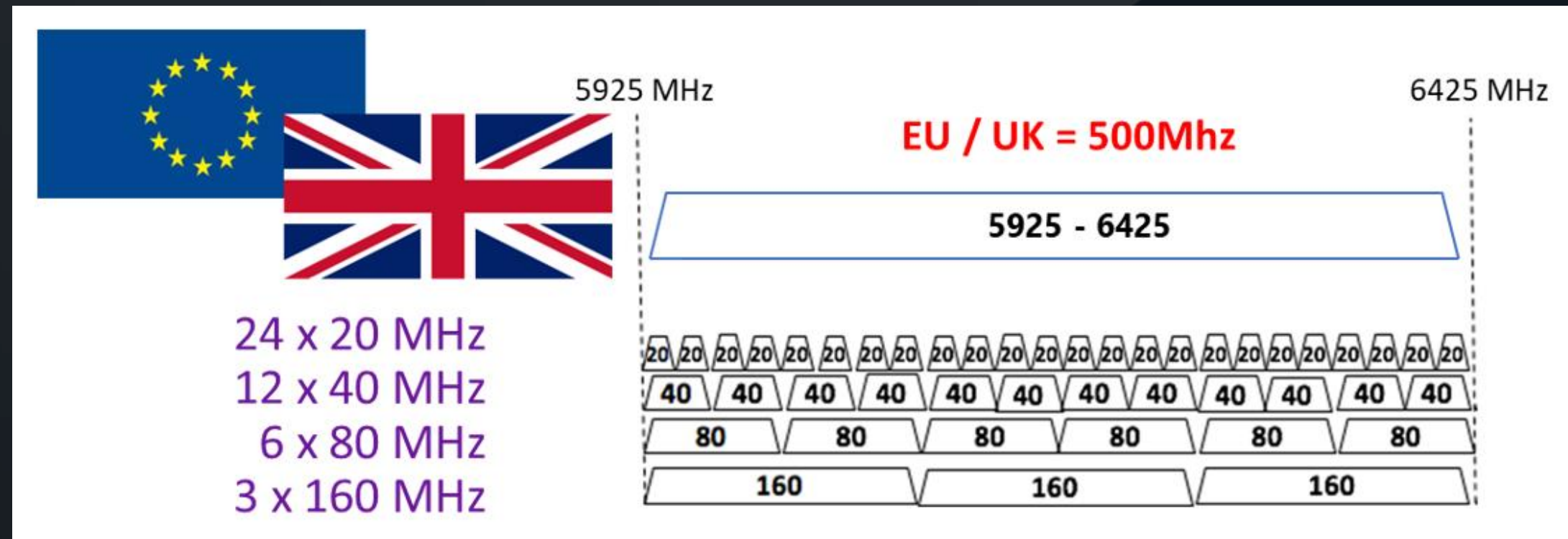
Use cases are:

- Link Redundancy (resilience)
- Link Aggregation (throughput)
- Link Selection (lowest latency link selected)

Link Aggregation & Redundancy test case



6Ghz spectrum adds significant **Wi-Fi capacity**



But be aware:

- Currently Low Power Indoor (LPI – 200mW EIRP) only usage in the UK
- Requires densifying APs for full **indoor** coverage = more infrastructure
- Slow client adoption

RUCKUS Enterprise Wi-Fi 7 Access Points

	Dual-Band	Tri-Band
Indoor	 R370 Dual band 2+2 Q1'25* In Planning	 R670 Triband 2+2+2 Q4'24* Committed  R770 Triband 2+4+2 Q4'23 Launched
Outdoor		 T670 Tri band 2+2+2 Q3'24 – Omni Q1'25 – Sector Committed In Planning
Wall Plate	 H570 Dual band 2+2 Selectable Modular: switch/fiber Q1'25* In Planning	 H670 Tri band 2+2+2 Modular: switch/fiber Q4'24* Committed

* Planned Roadmap (subject to change)

Disclaimer: The picture and product specifications are for demonstration purpose only and may be changed without notice.

THANK YOU



**BRITISH
ESPORTS**

**RUCKUS Partner Day
June 2024**

**Tom Dore
Vice President**



British Esports Federation - Executive Summary

- We are the UK's national body for esports.
- We were established in 2016 with authority from the UK Government.
- We are a not-for-profit organisation.
- We are acknowledged as one of the world's leading National Federations.
- We facilitate GB and Home Nations teams to compete in global, representative, medal-based competitions.
- Our goals are to **Promote**, **Improve** and **Inspire** the esports ecosystem throughout the UK.

We focus on:

REPRESENTATION

COMPETITION

COMMUNITY

EDUCATION

STANDARDS

We offer:

ADVICE

GUIDANCE

SUPPORT

CONSULTANCY



NATIONAL REPRESENTATION

- Since 2021 we have organised and facilitated GB and Home Nations esports teams at international events such as the Global Esports Games, Olympic Esports Week, European Games Esports Championships and the Commonwealth Esports Championships.
- We co-founded the UK Esports Team Committee, a collective of 14 of the UK's leading esports teams. **Home | UKETC.**
- We are currently working with the British Olympic Association to prepare for the Olympic Esports Games in 2025.



International
Olympic
Committee





GLOBAL REPRESENTATION

- We are the recognised Global Esports Federation member of Great Britain and Northern Ireland.
- We were a founding member of the International Olympic Committee's Esports and Gaming Liaison Group.
- We helped to organise the Commonwealth Esports Championships in Birmingham in July 2022 and are still advising the Commonwealth Games Federation.
- Our President is a Board Member of the Global Esports Federation and European Esports Federation and is a trade advisor to the UK Government on esports.
- Our Vice President is the Vice Chair of the Education, Culture, Youth Commission of the Global Esports Federation.



International
Olympic
Committee



PARTNERS





ARMED FORCES



British Army Esports (BAES) was established during Covid lockdown.

There are 3,500 registered members on the BAES Discord server.

The primary esports activity of BAES is the British Army Esports League (BAEL) which includes 8 different game titles.

Each Corps can submit one or two teams into the league for each game title.

At the end of each season, a champion of each game title is crowned, and a combined BAEL Corps champion is also crowned.

Any serving Soldier or Officer can join BAES via the Discord as well as Reservists and Officer Cadets.



The RAF Video Gaming and Esports Association (RAFVGEA) was established in May 2019.

To date, the RAFVGEA is supporting around 1200 members on 43 stations across 42 video game communities.

There are 17 active Station Esports Clubs, of which 10 hosts an esports arenas.

A further 5 arenas are nearing completion and expected to open in the next 6 months.

The RAFVGEA runs community tournaments, and fields teams in regular inter-Service and public tournaments.



ESPORTS

Royal Navy Video Gaming and Esports Association (RNVGEA) oversees the conduct of video gaming and esports in the Service.

There are over 600 members in the RNVGEA Discord Server

RNVGEA acts as the source for selection for the RN Esports team who represent the RN in competitions.

The RNVGEA's first esports arena is being developed on HMS Prince of Wales, one of the UK's Flagship Aircraft Carriers.



In February 2024 the Armed Forces changed their classification of esports to a sport, therefore allowing the 3 services to access funding and support for esports in the same way they do for all other traditional sport.

General Sir Jim Hockenhull, Commander Strategic Command, is a strong advocate of esports in the Armed Forces.

Recognition that skills developed through participation in esports are transferable across many key areas of the Armed Forces.

Used as a positive tool for recruitment for new staff and also as a retention tool for existing service people.



WHAT IS ESPORTS?

- Organised, competitive video gaming
- Always human vs human
- Played online or at live events in arenas
- Played by amateurs and professionals
- Open to all – inclusive
- Played on PCs, consoles & mobile devices
- Format: 1 v 1 to 6 v 6 (dependent on game)
- Top professional teams and players can earn significant money in wages, prize money and sponsorship

GENRES OF ESPORTS:

- 1) Multiplayer Online Battle Arena (MOBA)
- 2) First Person Shooter (FPS)
- 3) Battle Royale
- 4) Sports-based
- 5) Real Time Strategy (RTS)
- 6) Fighting Games



Rocket League

MULTIPLAYER (1v1, 2v2, 3v3)

ACTION

CAR RACING

PEGI 3

SPORTS



League of Legends

SINGLE & MULTIPLAYER (5v5)

MASSIVE ONLINE BATTLE ARENA

PEGI 12



Overwatch 2

MULTIPLAYER (1v1, 2v2, 3v3, 4v4, 5v5)

OBJECTIVE SHOOTER

PEGI 12

CLASS BASED FPS



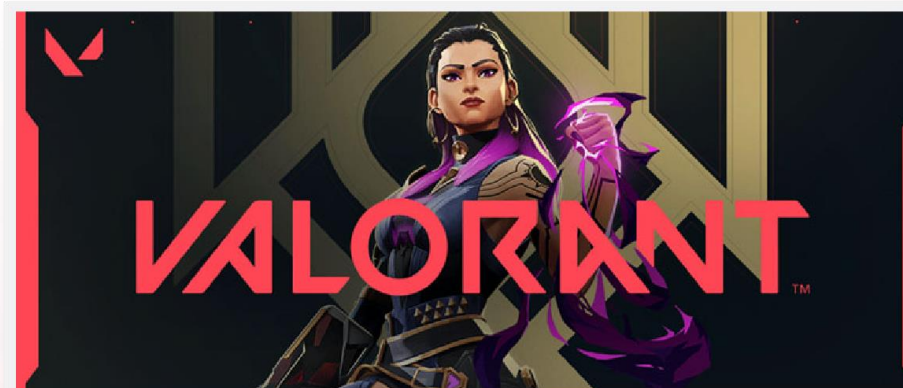
Fortnite

MULTIPLAYER

BATTLE ROYALE

PEGI 12

THIRD-PERSON



Valorant

MULTIPLAYER (5v5)

OBJECTIVE SHOOTER

PEGI 16

CLASS BASED FPS



EA FC24

SINGLE & MULTIPLAYER (1v1 - 11v11)

SPORT VIDEO GAME

PEGI 3

SPORTS





League of Legends 2019 World Championship

\$2,225,000 Prize Pool

24 Teams / 120 Players

106 Million Unique Viewers

Paris, France
Accor Arena



The International 2019
\$34,330,069 Prize Pool
18 Teams / 90 Players

Shanghai, China
Mercedes-Benz
Arena



WHY ESPORTS?

- Meet young people where they are!
- Happiness & Fun
- Friendship & Community
- Skills Development
- Positive Psychology
- Cognitive Development
- Social Impact
- Improves Digital & Mental Wellbeing
- Resilience – how to win & lose!
- “Best” Screen Time
- Active Media, not Passive or Social
- Vehicle to Motivate and Engage
- Engages a Wider Demographic

Intrinsic Rewards:

Achievement, Pride, Representation, Recognition, Praise, Independence, Autonomy

UK Esports Stats:

39.9 million gamers in the UK (*Statista 2022*)

47% of gaming audience are female (*Statista June 2023*)

Esports predicted to reach over **17 million users** in the UK by 2027 (*Statista Feb 2024*)

Call of Duty & Counter-Strike are the two **most followed esports** in the UK (*YouGov June 2022*)

Esports is **ranked at number 8** in the EY Sports Engagement Index for Gen Z. (*EY Nov 2023*)

9 in 10 children in the UK (aged 3-17) play video games. Equal until 16/17 when more boys play than girls (94% B vs 80% G) (*Ofcom 2023*)

Transferable Skills:

- | | |
|-------------------|----------------------------------|
| • Leadership | • Strategic Thinking |
| • Teamwork | • Multi-Tasking |
| • Communication | • Hand-Eye Coordination |
| • Problem Solving | • Reaction Time |
| • Decision Making | • Ability to Process Information |

COMPETITION

We organise, facilitate and host esports tournaments and competitions: from grassroots, community focused through to international, representative events.

British Esports Student Champs:

- Established in 2017
- Only competition of its' kind in the UK
- 700+ school and FE College teams competing each week
- Weekly live streams via Twitch
- Live Grand Finals each year:
 - 2023 200k+ Live views
 - 350 Tickets
 - 150k Social Impressions

Other examples:

- Women In Esports tournaments
- Specialist Colleges Cup
- Global Esports Games
- Commonwealth Esports Championships
- eFiba (NBA2k)





COMMUNITY

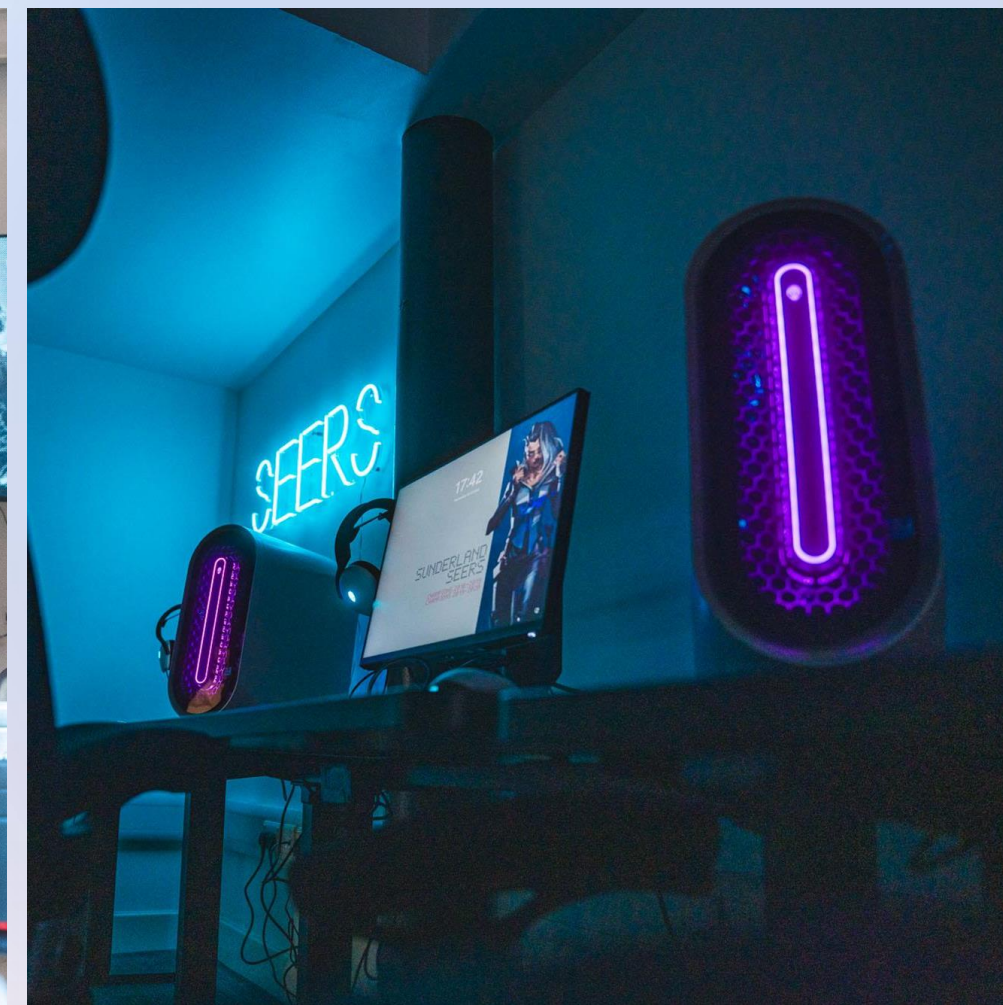
- We engage with all stakeholders in the esports industry to promote an inclusive, sustainable ecosystem and support opportunities for all.
- We promote the benefits of esports as part of a healthy, balanced lifestyle.
- Women in Esports: Award winning initiative dedicated to promoting inclusivity and diversity.

Other examples include:

- Alternative Provision
- Cops vs Kids
- Duke of Edinburgh's Award



- We are recognised as global leaders in esports education.
- We understand the power of esports to motivate and engage young people.
- We have developed a full progression pathway of esports qualifications and programmes from secondary education through to Masters level study.
- We have also produced a range of careers resources to help individuals understand the job roles and career pathways available within the industry.

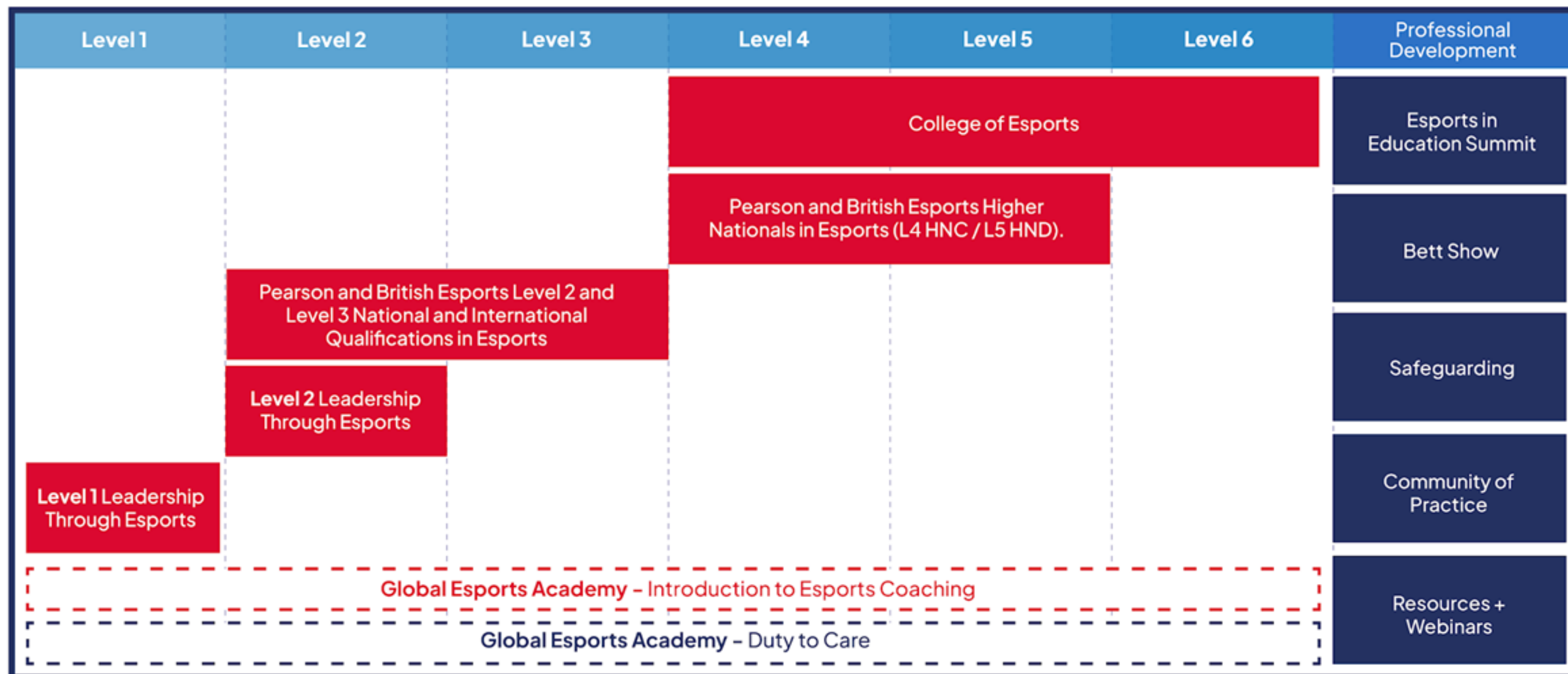




British Esports Education Pathway



British Esports Education Membership



→ ESPORTS
IN EDUCATION
SUMMIT 2023

bett
A Pivotal Event

NSPCC



Global Esports
ACADEMY





ESPORTS CAREER PATHWAYS

TRANSFERABLE SKILLS DEVELOPED THROUGH PARTICIPATION IN ESPORTS:

Teamwork • Leadership • Communication • Strategic thinking • Problem solving • Decision making
Analytical skills • Cyber skills • Ability to multi-task • Dexterity • Improving processing ability and reaction times

ROLES IN ESPORTS

Professional Player
Coach
Shoutcaster / Host
Analyst
Journalist
Observer
Admin (referee)
Broadcast / Production
Community / Social Media Manager
Team / Player Management & Operations
Streamer & Influencer
Video Editor / Photographer

ACADEMIC LINKS

Computer Science
ICT
Sciences
Technology
Engineering
Mathematics
Creative Media
Business Studies
Entrepreneurship
Games Development
Sport

CAREERS IN TECH / DIGITAL / STEM INDUSTRIES

Cyber Security
Software Development
Big Data & Analytics
Cloud Solutions
Network Engineering
Mobile Technologies
Digital Engineering
Artificial Intelligence
UI / UX Design
Network Management
Virtual Reality
Software Engineering

GENERAL ROLES

Marketing • Sales • Advertising • PR • Branding • Merchandising • Media
Event management • Social media • Design • Business development





BTEC ESPORTS

- Level 2 & Level 3 vocational qualifications developed in partnership with Pearson.
- First esports qualifications of their kind in the world.
- 100% internal assessment (no exams)
- Full approved and funded by the Department for Education.
- Gains UCAS (University) admission points like all other BTECs.
- 1st Cohort: 15 Centres & 330 students
- Sept. 2023: 160+ centres & 3500 students.
- In total, 10K students have registered for the qualifications over the last 4 years.



Unit (number and title)	Unit size (GLH)
1 Introduction to Esports	60
2 Esports Skills, Strategies and Analysis	120
3 Enterprise and Entrepreneurship in the Esports Industry	90
4 Health, Wellbeing and Fitness for Esports Players	90
5 Esports Events	120
6 Live-streamed Broadcasting	60
7 Producing an Esports Brand	60
8 Video Production	60
9 Games Design	60
10 Business Applications of Esports in Social Media	60
11 Shoutcasting	60
12 Esports Coaching	60
13 Psychology for Esports Performance	60
14 Nutrition for Esports Performance	60
15 Ethical and Current Issues in Esports	60
16 Corporate Social Responsibility in Sport	60
17 Sports and Esports Law and Legislation	60
18 Launching Your Esports Enterprise	60
19 Customer Immersion Experiences	60
20 Computer Networking	60



Pearson

Ongoing partnership.

First established in 2019.

First esports qualifications of their kind in the world: BTECs in Esports
Approved by UK Government and recognised by Universities around the world.

Studied by 10K 16-18 year olds over the last 4 academic years

New University level quals: HNC / HND in Esports, ready for first teaching in Sept 2024



Leadership Skills Foundation (LSF)

Ongoing partnership.

First established in 2023.

Certified Esports leadership programmes for 11-18 year olds.

Short courses – 24-36 hours – delivered in schools, sports clubs, community centres.

Based on LSF's hugely successful Sports Leaders Awards which have been running for 25+ years.



College of Esports

Ongoing partnership.

First established in 2021.

Exclusive university-level education partnership.

Campus based at Velodrome in Olympic Park, London.

Range of undergraduate and postgraduate programmes dedicated to the business of esports.



Microsoft Esports Teacher Academy (META)

Wrote the inaugural, global META programme in 2021.

2500 teachers in 115 different countries registered for the programme which we delivered for Microsoft over 4 consecutive days across Europe, Africa, Asia & Australasia.

Adapted programme to create the META courses which are still available on MS Learn platform.



Tencent Games / Level Infinite

Partnered to create a series of video case studies to demonstrate a range of job roles and career pathways in the Esports Division of Tencent Games / Level Infinite.

Promoted through our global education network.

Released in Feb 2024.



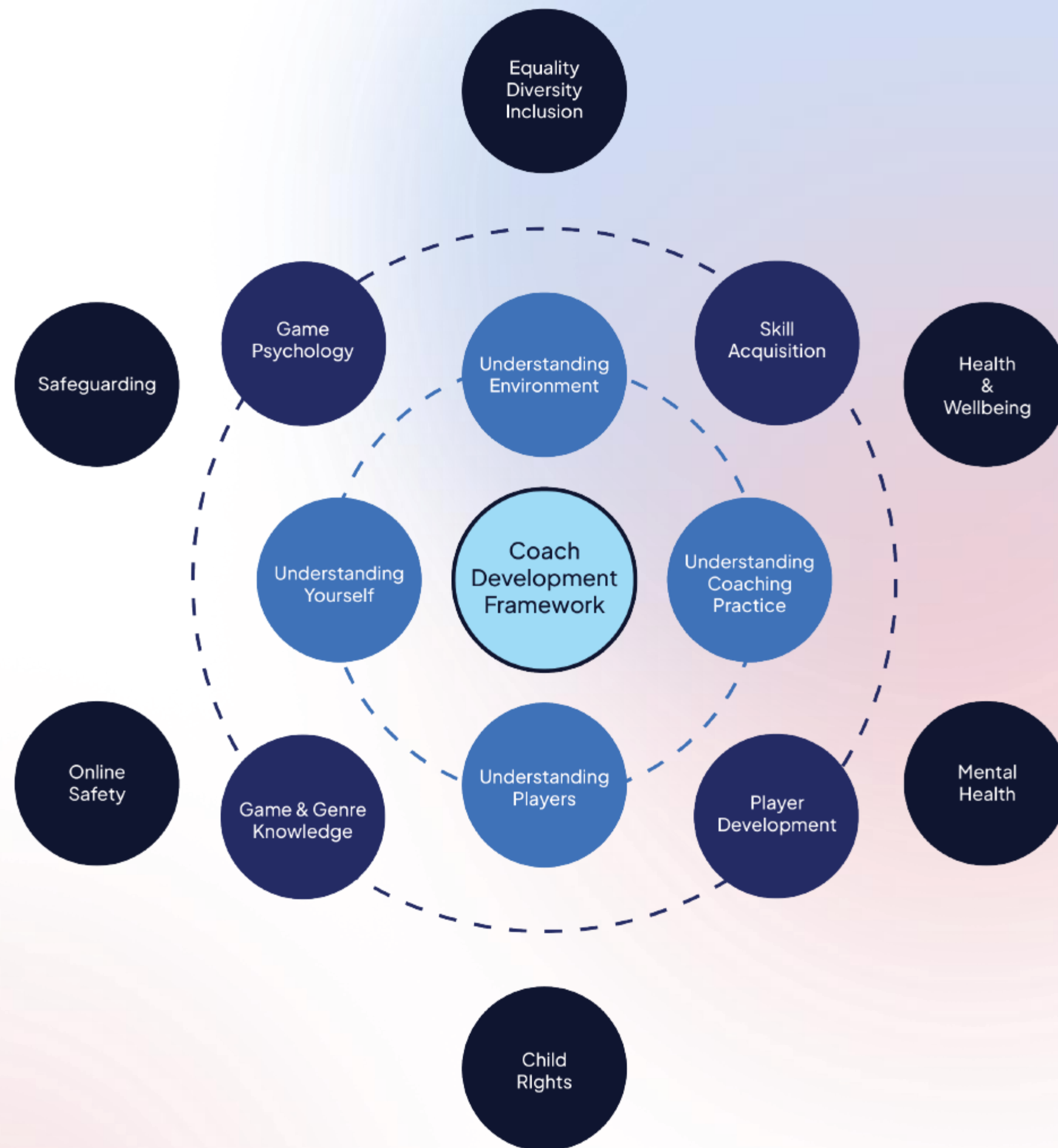
Intel Skills For Innovation (SFI)

Ongoing work to create free esports resources for Intel's global, SFI programme.

Launching Q1 2025.



- We believe professional standards are essential for the integrity, credibility, growth and sustainability of the esports industry.
- We have partnered with the NSPCC, the UK's leading children's charity and renowned global experts in safeguarding and child protection, to create a safer ecosystem for all stakeholders to meet, play and compete.
- We have developed a Coach Development Framework, and associated Coach Development Pathway with accredited qualifications and programmes, to support the recognition and professional development of esports coaches.





NATIONAL ESPORTS PERFORMANCE CAMPUS

**National Esports Performance Campus in
Sunderland, with industry leading venues
(total 45,000 sq.ft):**

- **THE PLACE**, an esports and gaming hub in the city centre
- **THE HOUSES**, for esports teams in the city centre (connected to The Place)
- **THE ARENA**, by the Stadium of Light – opening Q1 2025





THE ARENA
STADIUM WAY,
SUNDERLAND
SR5

**THE PLACE &
GAMING HOUSES**
ATHENAEUM ST,
SUNNISIDE,
SUNDERLAND
SR11QX

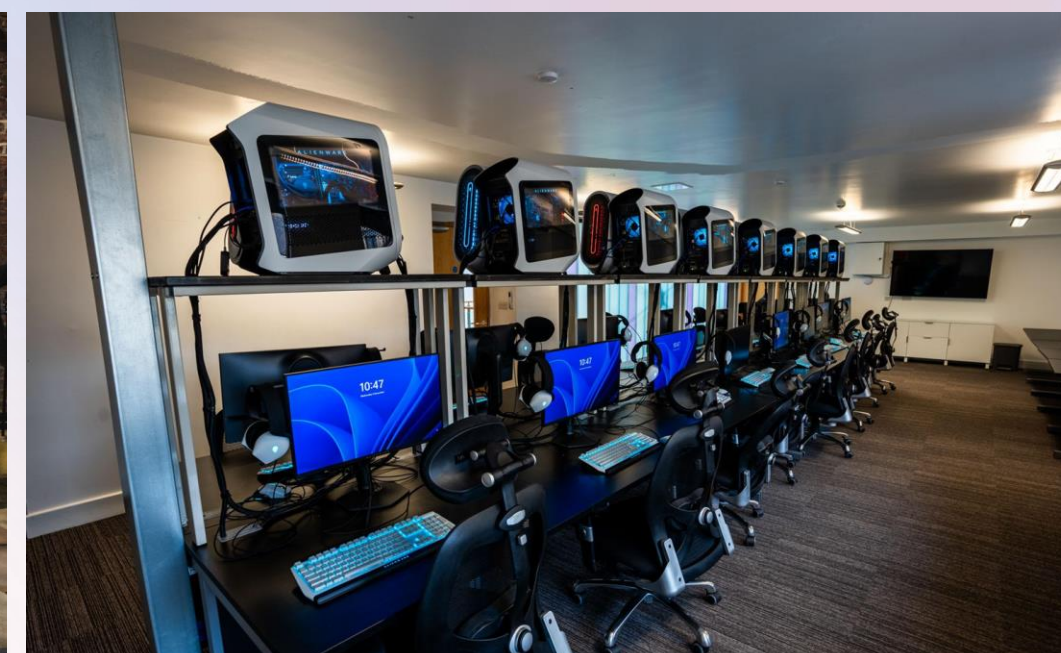
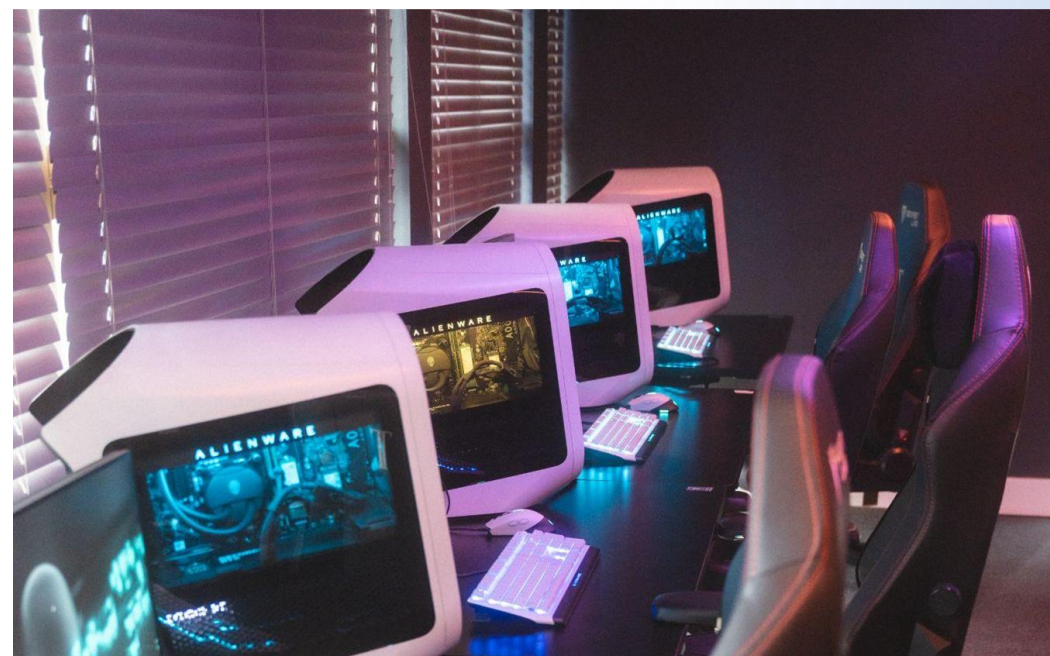
20 MINUTE WALK
5 MINUTE DRIVE
10 MINUTE BUS





- 20,000 sq ft Esports and Gaming Hub.
- Classrooms & Bootcamp rooms.
- Function room for 80-100 people.
- Gaming Lounge with Racing SIMs and Bar.
- Content studio, broadcast, streaming and video editing facilities.
- Private offices and meeting spaces.
- Top of the range hardware and connectivity via our partners at Dell, Intel, Alienware, Ruckus.

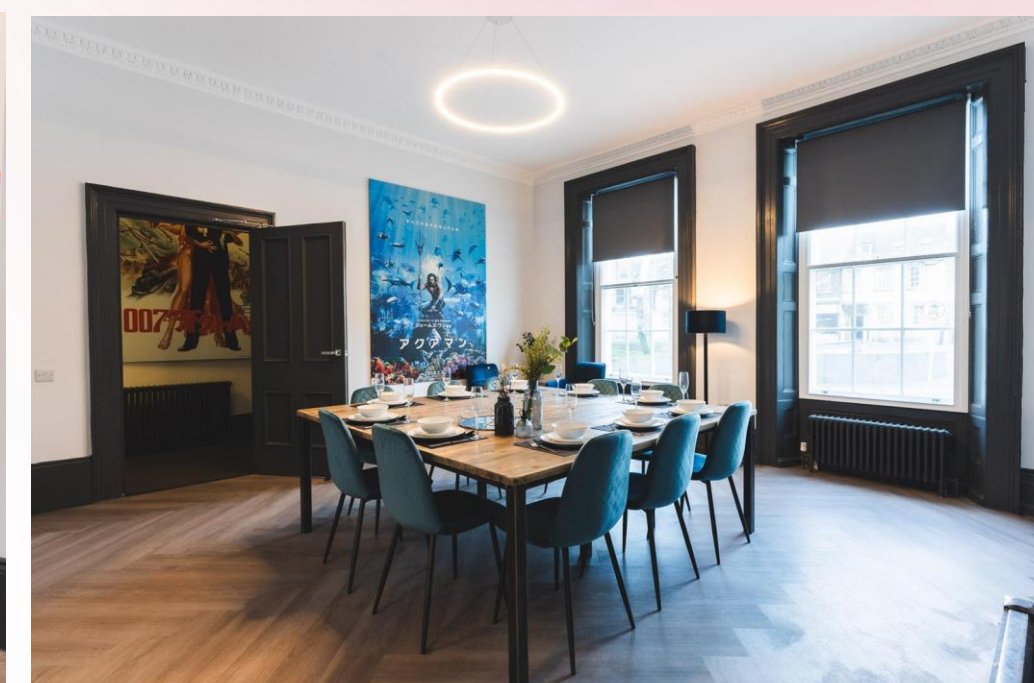
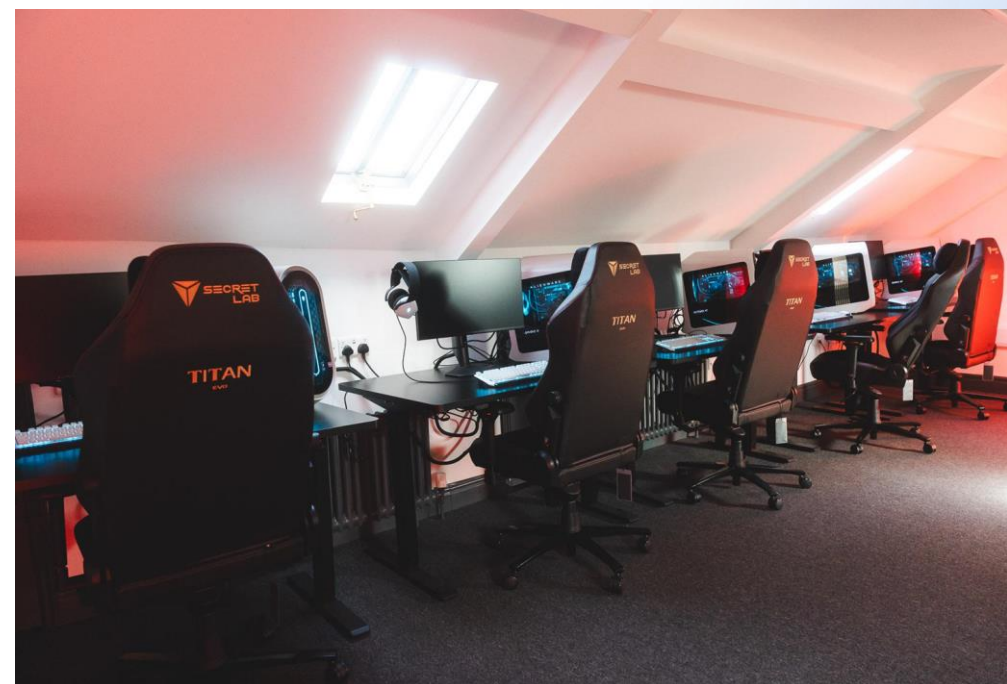
[More Info](#)



GAMING HOUSES

- 3 separate houses with A/C gaming suites in the roof of each house.
- 17 bedrooms across the 3 houses, sleeping 25 in total.
- Private entrance to houses via main reception area with 24-hour concierge service.
- Multi-use: esports teams, content creators, media, sports and music fans, visitors to the region.
- Connected to the Place via internal courtyard.

[More Info](#)





**The home venue of GB esports teams
11,000 sq.ft building next to Stadium of Light.**

Opening Q1 2025

- Large screen (17m x 3m)
- 200+ seated spectators
- Multi use – esports, music, film, events
- Large social space with bar and VIP area
- Performance Rooms
- Broadcast, Content & Editing Facilities
- Podcast/Interview/Streaming Booths
- Large outdoor space/s
- Car parking

The Arena will also secure state-of-the-art 5G connectivity in early 2025 as part of a £5.7 million grant awarded to the [SONET Project](#).





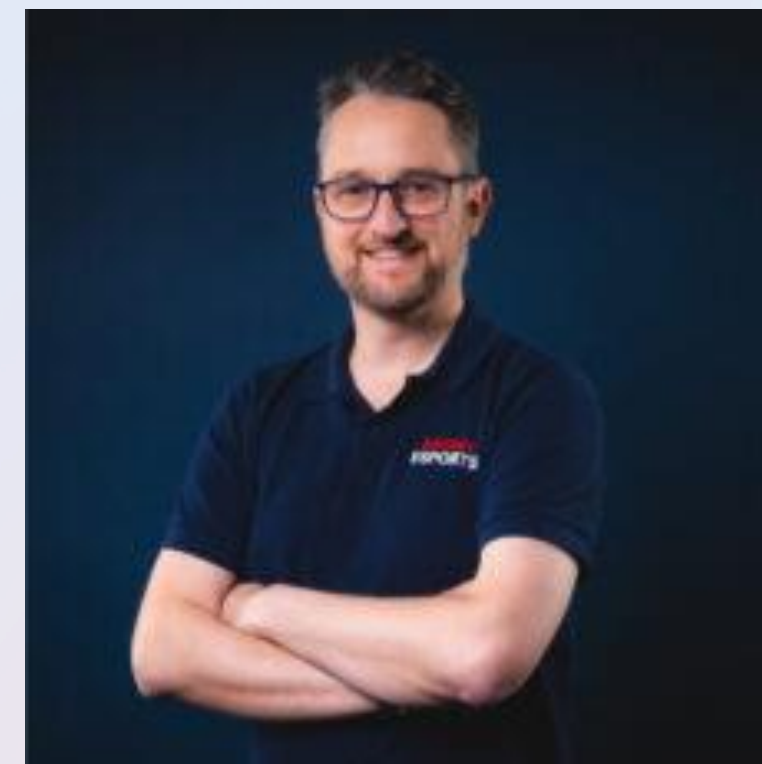
ANDY PAYNE OBE
CHAIR



CHESTER KING
PRESIDENT



DAVE MARTIN
SENIOR VICE PRESIDENT



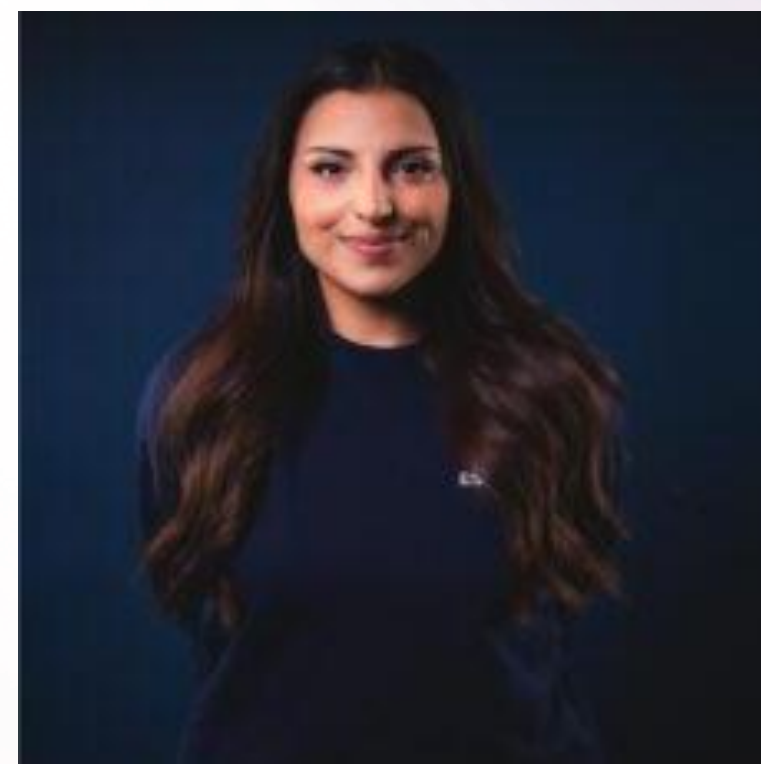
TOM DORE
VICE PRESIDENT



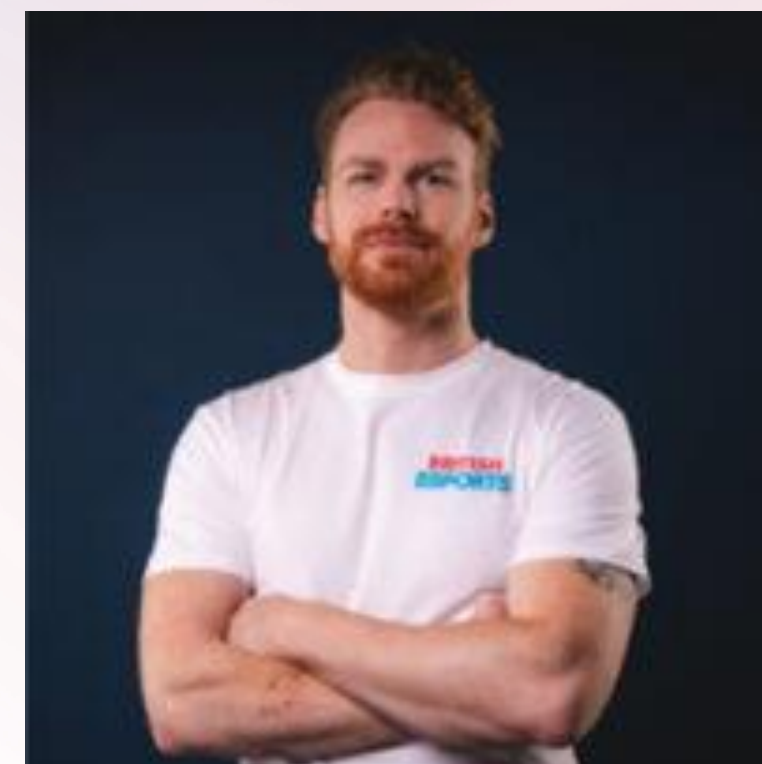
ALICE WHORLEY
HEAD OF OPERATIONS



KALAM NEALE
HEAD OF EDUCATION



MIMI CRAIG
MARKETING MANAGER



GARY TIBBETT
HEAD OF PARTNERSHIPS

GET IN TOUCH



TOM DORE

VICE PRESIDENT

 tad@britishesports.org



@British_Esports



@British_Esports



@BritishEsports



BritishEsportsFederation

THE LUNCH



FIRE SIDE CHAT FEATURING

INTEC

EDUCATION





RUCKUS One

Business Outcome Focussed Session

Alex Claro

Senior Systems Engineer

Why RUCKUS?

When “good enough” isn't,
the world's leading organizations
turn to RUCKUS

We build and deliver
purpose-driven networks
that perform in the
world's most challenging
environments

No one else:

- Makes it simple for users to connect
- Has the capabilities of the RUCKUS technology stack
- Offers a more resilient and adaptive network

Constant Evolution

RUCKUS[®]
COMMSCOPE

- Centralized Management
- Multi-Site

- Network performance
- User/app usage

- Seamless scalability
- Light IT deployment

- Unified Architecture
- Operations Efficiency

ZoneDirector

2014

SCI

2015

RUCKUS Cloud

2020

RUCKUS ONE

2006

2014

2016

2023

CloudPath

SmartZone

RUCKUS Analytics
(AI)

- Secure network access
- Simplified onboarding

- Multi-tenancy
- Carrier grade scale & HA

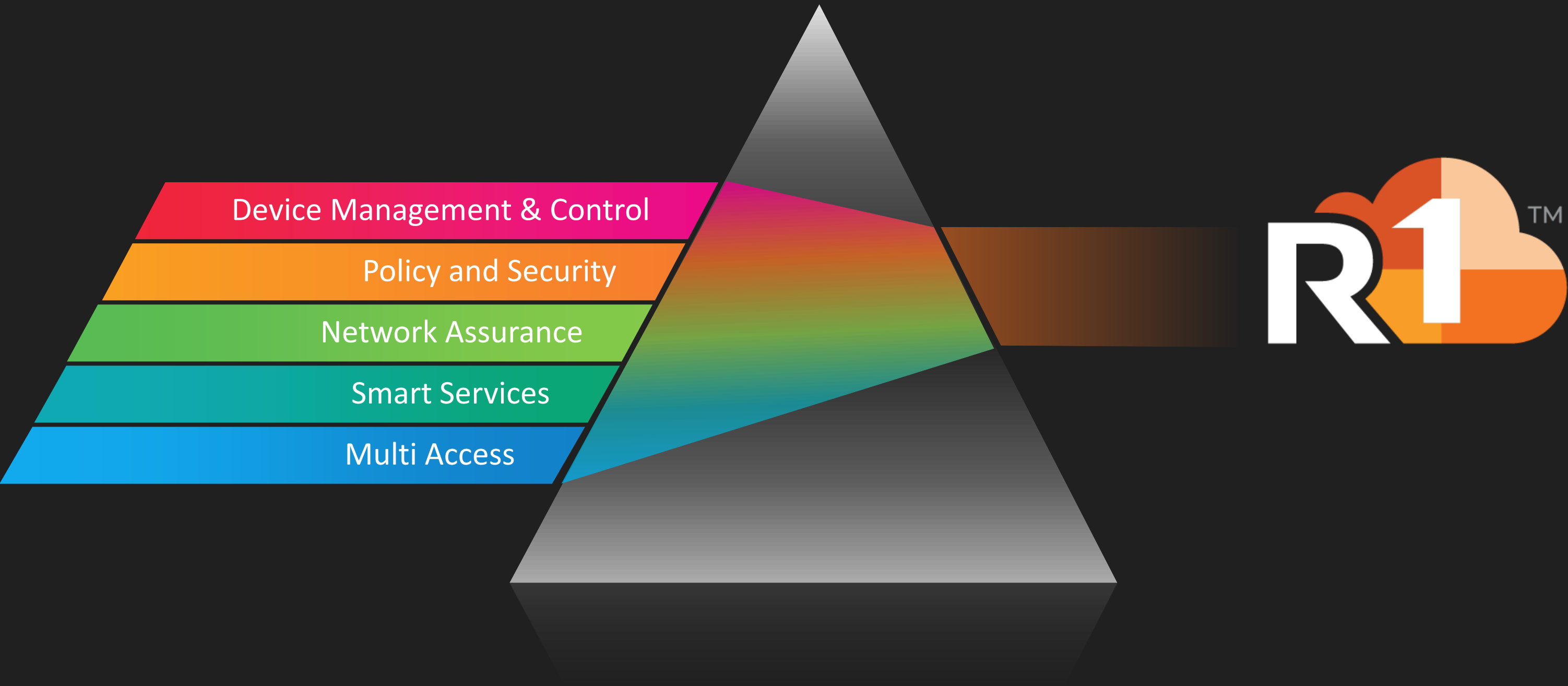
- AI operations
- Service assurance

Why RUCKUS One?



Simplified experience unifying our portfolio into

One Software Platform



A black dog is running through water, creating a large splash. The dog is in profile, facing right, and its fur is wet and matted. The water is dark, and the background is a blurred green, suggesting a natural setting. The overall tone is dark and moody.

Which Switches are supported??

Supported Switches and Firmware



ICX 8200

- 10.0.10b is the recommended firmware.
- 10.0.10c_cd1 is available. It will remove the stack scale and VLAN limitations.

ICX 7550, 7650, 7850

- 9.0.10h_cd2 is the recommended firmware.
- 9.0.10j_cd1 is available. It includes bug fixes.
- 10.0.10c_cd1 is available. It will remove the stack scale and VLAN limitations.

ICX 7150

- 9.0.10h_cd2 is the recommended firmware.
- 10.0.10d (with no new features) targeted in late July will fix the stack scale and VLAN limitations.

Mix and Match

- You can have venue with different switch models and firmware.
- No features are impacted.

A black dog is running through water, creating a large splash. The dog is in the center of the frame, moving from left to right. The water is dark, and the background is a blurred green, suggesting a natural setting. The overall tone is dark and dynamic.

Which AP's are supported??

Wi-Fi® 7 Support

- Supports R770, R670 & T670 the first enterprise Wi-Fi 7 access points.
- Multi-Link Operation (MLO)
 - Choose any two radios for dynamic link switching.
 - Supports Enhanced Multi-Link Single Radio (eMLSR) mode, which is the mode supported by the current Wi-Fi 7 clients.
- 320 MHz Channelization
- Wi-Fi 6/7 toggle
- Standard power support with AFC

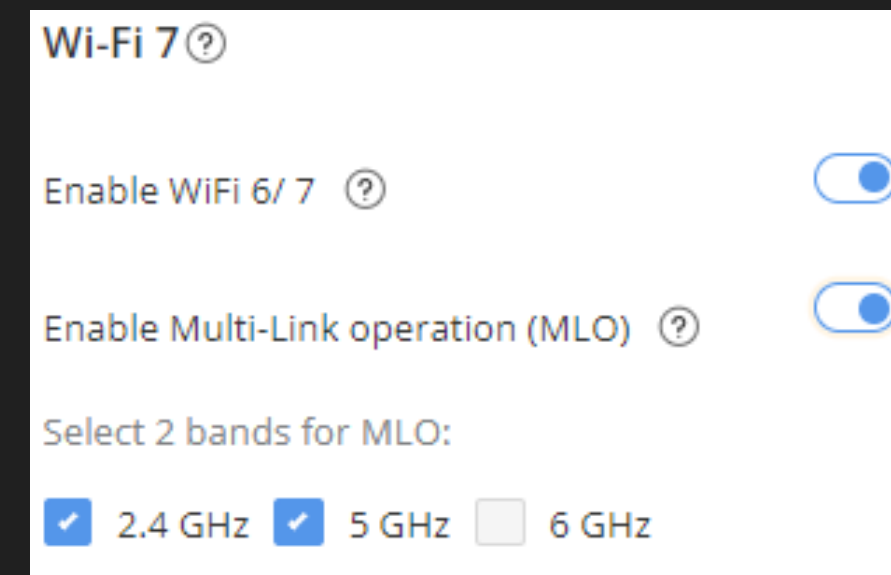
“2024 Innovation of the Year Award”



wirelessLAN
PROFESSIONALS



Google Pixel 8



Supported APs and Firmware



Wi-Fi 7: 7.0

- Only supports Wi-Fi 7 APs as of now.
- Planned to support Wi-Fi 6 and 6E APs on the second week of March.
- Required for Dynamic PSK™3 (March 2024).

Wi-Fi 6, 6E, 11ac wave 2: 6.2.x

- 6.2.3 is the recommended firmware for 6, 6E, 11ac wave 2 APs.
- 6.2.3 is the recommended firmware for mixing with APs running 7.0 on the same venue.
- Required for most new features: ZD migration, Mesh enhancements, Sticky client steering, DTIM, Dynamic PCAP, Client connection, RF/LLDP neighbor, Static IP.

Wi-Fi 5 11ac wave 1, R730: 6.2.0

- Recommended firmware for end of sale access points.

Mix and Match

- You can have venue with different firmware supporting legacy and newer APs, but some features may be disabled on such venues for compatibility.
- APs with unsupported firmware will show the below warning.

The version of AP firmware is not supported X

Wi-Fi 7	Wi-Fi 6, 6E and 11ac wave2		11ac
<u>7.0.0</u>	<u>6.2.3 / 6.2.2 / 6.2.1</u>		<u>6.2.0</u>
• R770	• R760 • R560 • R850 • R750 • R650 • R550 • R350 • H550 • H350 • T750 • T750SE • T350C • T350D • T350SE • R720 • R710	• R610 • R510 • R320 • M510 • H510 • H320 • E510 • T710 • T710S • T610 • T610S • T310C • T310D • T310N • T310S	• R600 • R500 • R310 • R730 • T300 • T300E • T301N • T301S

The Lonely Three



R300



R700



H500

End of Life AP's – So What Happens??



802.11ac Wave 1 APs: R500, R600, R310, T300, T301:

- No new features, bugfixes, tech support, or RMA after April 2024.
- Can be mixed with newer APs on the same venue, but some new features may be disabled on the venue.
- **Operational in RUCKUS One: 2024+**

802.11ax pre-standard AP: R730

- No new features or bugfixes after April 2024 (same as 11ac wave 1).
- No tech support or RMA after February 2027.
- Can be mixed with newer APs on the same venue, but some new features may be disabled on the venue.
- **Operational in RUCKUS One: 2024+**

ZD to RUCKUS One Migration

ZD to RUCKUS One migration



- Requirement:

- APs need to be online and have a valid certificate.
- Enough RUCKUS One device licenses.
- Requires ZD firmware 10.2.1.0.236+ or 10.5.1.0.265+.
- IP mode in ZD not configured as IPv6 only.
- Backup from ZD.

- Configuration Migrated:

- Network settings – IP address, Management VLAN, PoE out, Ethernet port settings, country code.
- Mesh settings – 2.4/5 GHz mesh, Mesh SSID, passphrase.
- Uplink settings
- Radio settings (phase 3) – TX power, Scanning method
- Channel settings (phase 3) – Indoor channels, channelization

The screenshot displays the RUCKUS One migration interface. At the top, a navigation menu includes Timeline, Account Management, Activities, Settings, Events, Notifications, Admin Logs, Subscriptions, Version Management, and ZD Migration (highlighted). Below the menu, the 'Migrate ZD Configuration' section is active, showing a progress bar with steps: Backup File Selection (current), Validation Result, Migration, and Summary. The 'Backup File Selection' step prompts the user to 'Select backup file to migrate' and provides a 'Browse' button. Below this, the 'Migration Results' table is shown, detailing the status of various APs and ZD configurations.

AP Name	Description	Serial Number	Status	Validation Failure Reason
dhcp-10-223-40-118		291509000024	Valid	—
dhcp-10-223-40-239		311484201490	Valid	—
dhcp-10-223-40-71		181809000029	Valid	—
dhcp-10-223-40-74		411604313693	Valid	—
dhcp-10-223-40-76		121406000073	Valid	—
ZD-AP-28:b3:71:2f:2e:40		212002007670	Valid	—
ZD-AP-d8:38:f:1f:46:60		461609000123	Invalid	Status not approved or approved but unblocked.

Network Management Challenges

**TOO MUCH TIME SPENT
MANAGING THE NETWORK**

**NETWORK UPTIME
METRICS SUFFERING**

**INCREASING
SECURITY RISKS**

**LACK OF NETWORK VISIBILITY
AND CUSTOMER INSIGHTS**

**IoT OVERLAY NETWORKS
DIVERTING RESOURCES**

RUCKUS[®]
COMMScope

RUCKUS AI

**Surface issues before
they blow up**



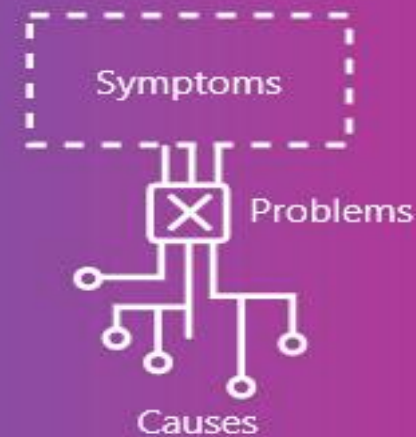
ML-driven incident and
anomaly detection

**Address the most
urgent issues first**



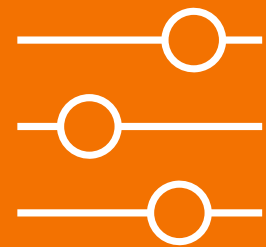
AI-driven prioritization

Fix them fast



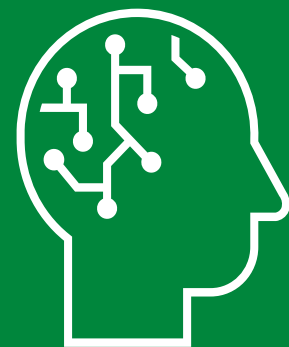
ML-driven root cause
and recommendations

**Compare network
KPIs before and after
a change to analyze
the impact**



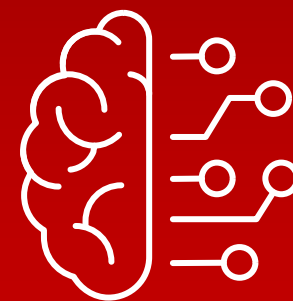
Config change analysis

**Let the system make
recommendations on
changes to improve
network performance**



AI-recommendations

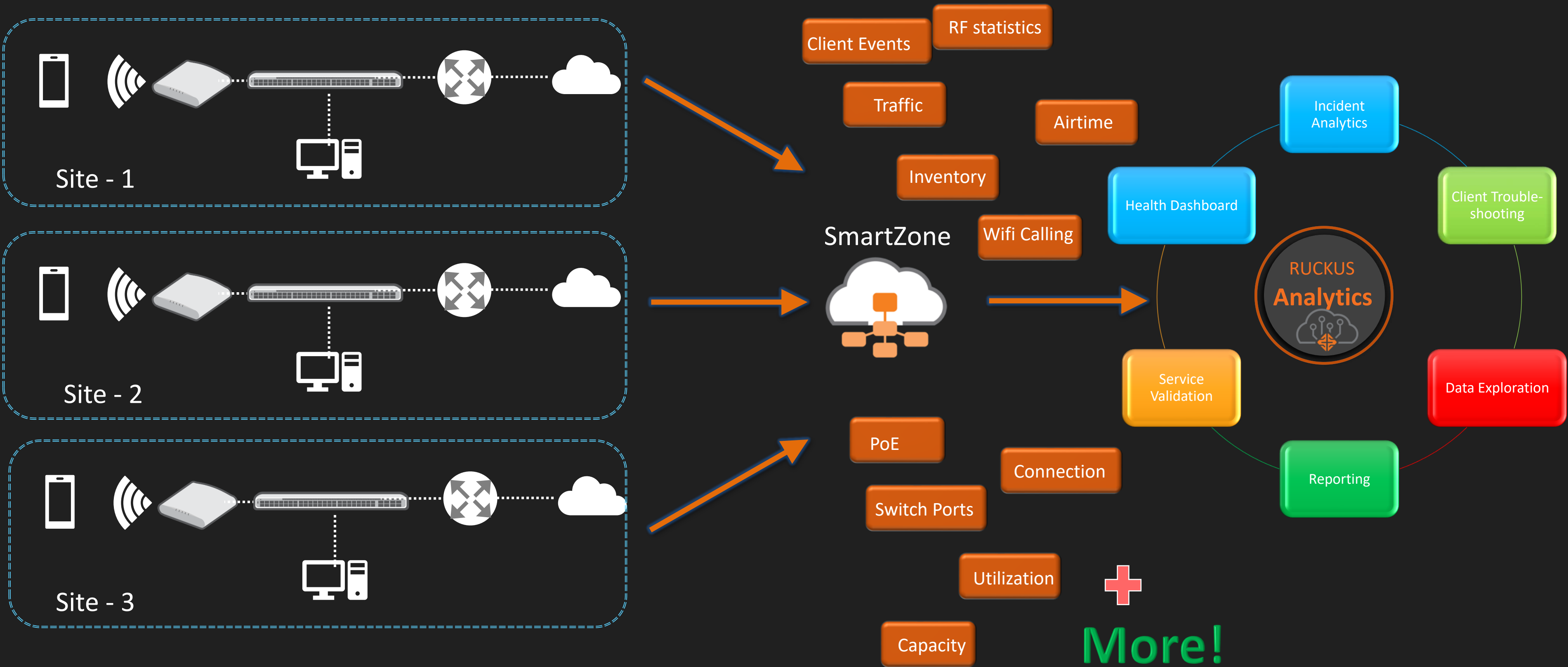
**Let Cloud RRM drive
down interference and
maximize capacity
every day.**



AI-Driven Cloud RRM

RUCKUS AI
for Network Efficiency

Augmenting SZ Capabilities with RUCKUS AI

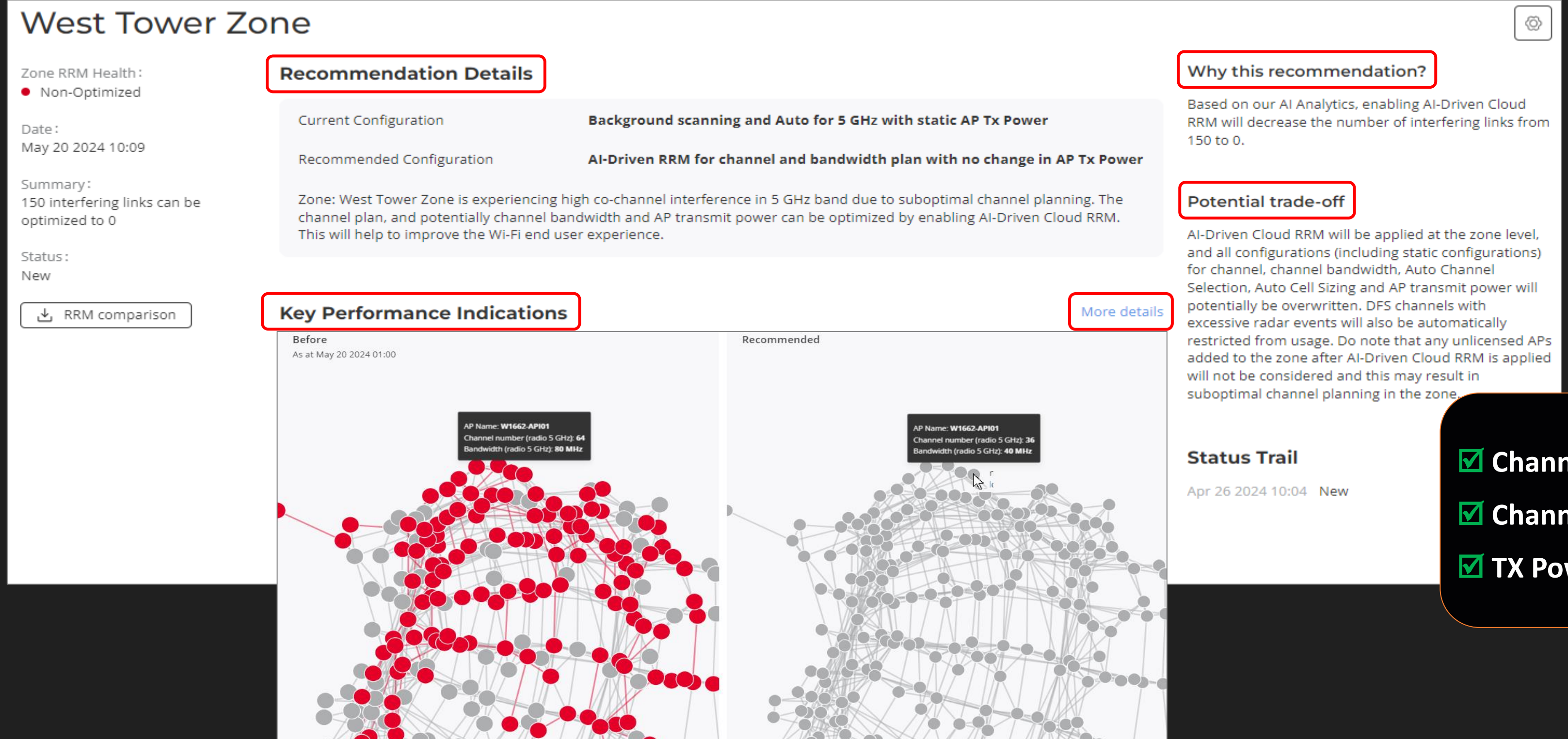


Radio Resource Management – Recommended List



AI Analytics							Q Entire Organization ▼	Last 7 Days ▼
Incidents AI-Driven RRM AI Operations								
Q Search Summary, Zone Zone RRM Health ▼ Status ▼								
Zone RRM Health	Date ▼	Summary	Zone	Status	Full Optimization ⓘ	⚙		
● Optimized	May 20 2024 10:09	Optimal channel plan found for 5 GHz radio	31-MOT	Applied				
● Optimized	May 20 2024 10:09	Optimal Ch/Width and Tx Power found for 5 GHz radio	4255 Sleepy Hollow Zone	Scheduled				
● Optimized	May 20 2024 10:09	Optimal Ch/Width and Tx Power found for 5 GHz radio	CenterPoint	Scheduled				
● Non-Optimized	May 20 2024 10:09	Optimal Ch/Width and Tx Power found for 5 GHz radio	Colston	New				
● Non-Optimized	May 20 2024 10:09	Optimal Ch/Width and Tx Power found for 5 GHz radio	Cotillion	New				
● Non-Optimized	May 20 2024 10:09	Optimal Ch/Width and Tx Power found for 5 GHz radio	Default Zone	New				

AI-Driven - Network Optimisation



- ✓ Channel Plan
- ✓ Channel Width
- ✓ TX Power

Greater AP
Capacity

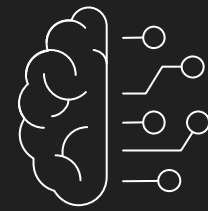
Higher client
throughput

Lower Airtime
Utilization

Higher
Reliability

Operate APs at
MAX capability

AI Operations recommends:



Background scan timer on 2.4 GHz radio

Recommendation Details

Background Scan Timer (2.4 GHz)

Original Configuration	18 h 12 m
Current Configuration	20 s

What is the recommendation?

2.4 GHz radio setting for Venue: has "Background Scan Timer" set as 18 h 12 m. Recommended setting for "Background Scan Timer" is 20 s to effectively use "Background Scan" feature.

Why this recommendation?

An optimized scan timer for background feature enables RUCKUS APs to scan the channels for an appropriate time interval. Time interval that is too long would result in longer time for radio channel selection.

What is the potential trade-off?

Though 20 s is an optimized timer value to scan the radio channels, it may not be needed for Wi-Fi network which is less volatile and has been stabilized over a period of time. However there is no significant overhead or trade-off if the value is kept at 20 s.

Key Performance Indicators

Average AP Channel Change Count

8 -61.9%

Max AP Channel Change Count

28 -58.21%

Co-channel Interference ⓘ

21.94%

Status Trail

02/14/2024 10:01	Applied
02/14/2024 10:01	Apply In Progress
02/14/2024 09:34	Scheduled
02/10/2024 00:23	New

Background
Scan Timer

TX power

DFS channels

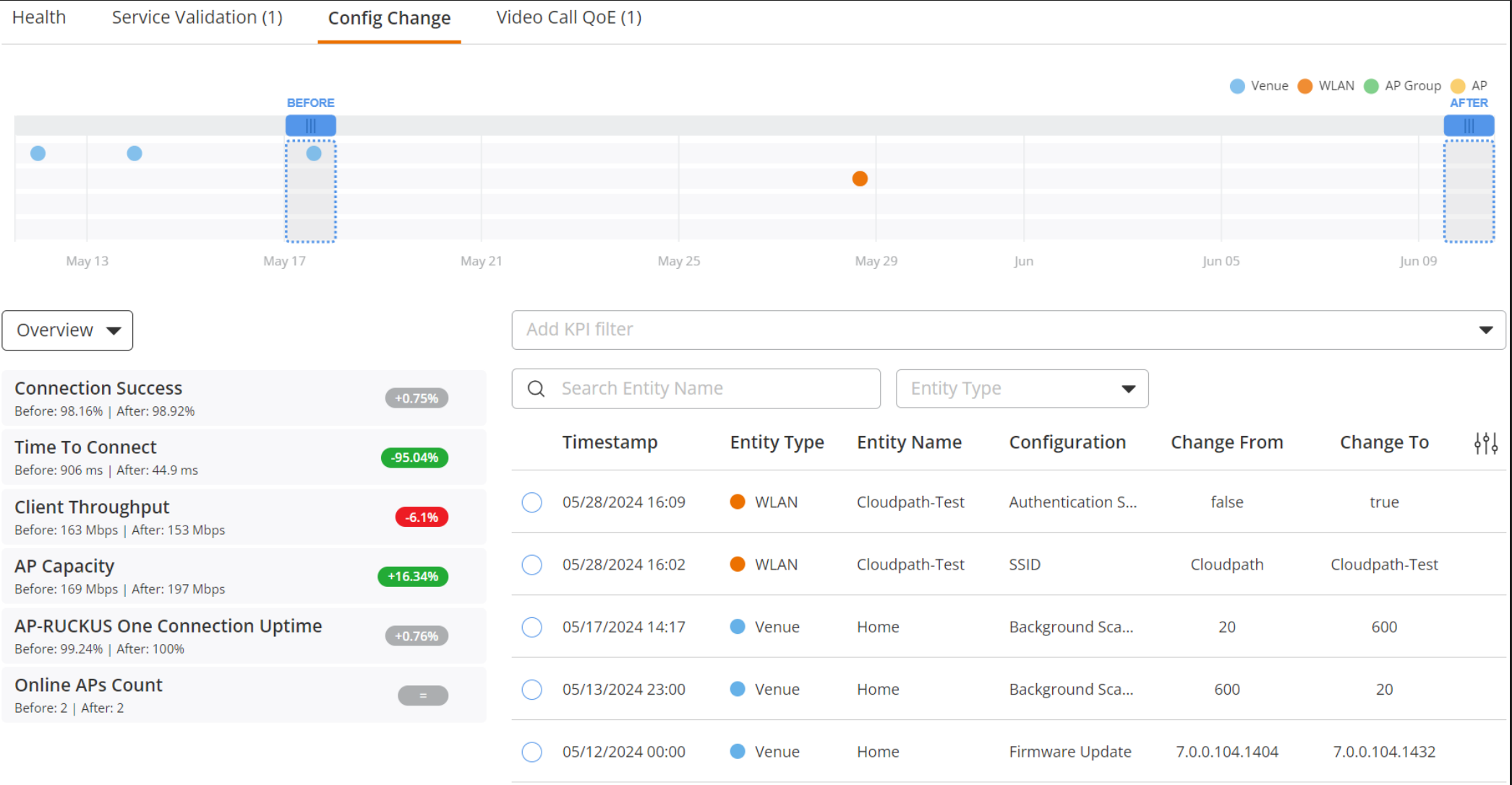
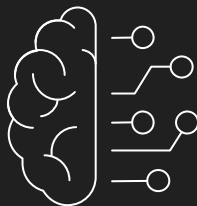
Proactive, Network
Performance Recommendation

Complementary to AI-driven
Cloud RRM

Simplifying Troubleshooting



Config Change Analysis



Multiple KPIs

No Extra
Hardware

Unique
Differentiator

Monitor and Analyze, Network
KPIs due to Config Changes

Complementary to AI-driven
Cloud RRM

Incident Details P4

Clients with low RSS are unusually high in AP Group: UVA Dorm

Client Impact Count:
3 of 14 clients (21.43%)

Incident Category:
Performance

Incident Sub-Category:
Coverage

Type:
AP Group

Scope:
UVA Dorm

Duration:
1 h 30 m

Event Start Time:
Feb 19 2024 20:30

Event End Time:
Feb 19 2024 22:00

Insights

Root Cause Analysis

Client uplink RSSI is unusually low, which can have several root causes. Consider the following common behavior and design issues:

- General under-coverage (insufficient APs), localized coverage holes, or sub-optimal AP placement.
- Conservative roaming behavior, also known as sticky clients (clients will not roam until their RSSI is very low).
- If this problem is only affecting certain client types or OS versions, client firmware or configuration settings may be leading to aggressive power save measures that decrease transmit power.

Recommended Action

Given the broad set of potential reasons for low RSSI, the recommendation will be based on the actual root cause, including some of the following possibilities:

- In cases of general or localized under-coverage (all clients have low RSSI), add APs as needed.
- In cases of sub-optimal AP placement (sufficient APs, but localized coverage issues), consider re-locating APs based on RF design best practices or adding APs to supplement.
- In cases of sticky clients, consider utilizing features like SmartRoam to assist clients with proactive roaming guidance (first, double-check to see if clients support 802.11v, or if the sticky client issue is affecting application performance).
- In cases where low tx power is affecting only a subset of clients, check for unique configuration settings regarding power save, or potentially firmware upgrades that resolve client-side tx issues.

Network Impact

WLAN

This incident impacted 1 WLAN

OS

This incident impacted 4 operating systems

AP Model

100% of failures impacted H510

AP Version

100% of failures impacted 5.2.2.0.301

Comprehensive Client Troubleshooting



d6:17:e1:64:c5:45

Last 24 HoursActions

OverviewTroubleshootingReportsTimeline

All CategoriesAll TypesAll Radios

Connection Events36

Roaming33

Connection Quality

Network Incidents0

History

Client associated (802.11) @ Loft R510 (B4:79:C8:27...)

21/05/2024 08:29:46

Client roamed @ Hallway R550 (84:23:88:2E:8E:C0) ...

Connection Event Details

AP MAC :84:23:88:2E:8E:C0

AP Name :Hallway R550

SSID :Ruckus Home Devices

Radio :5 GHz

Failure Type :DHCP Failure

Reason :STA Disassoc

Download .pcap

802.11 Authentication Request

802.11 Authentication Response

802.11 Association Request

802.11 Association Response

4-Way Handshake - Frame 1

4-Way Handshake - Frame 2

4-Way Handshake - Frame 3

4-Way Handshake - Frame 4

DHCP Discover

DHCP Discover

DHCP Discover

DHCP Discover

802.11 Disassociation (Disassociation_STA)

Auto-save Packet Capture

Presenting Metrics That Matter



SLA and User Experience

Connection Success ⓘ

91% success

47.9 k of 52.7 k attempts

Time to Connect ⓘ

99% meets goal

9.02 k of 9.16 k connections

Client Throughput ⓘ

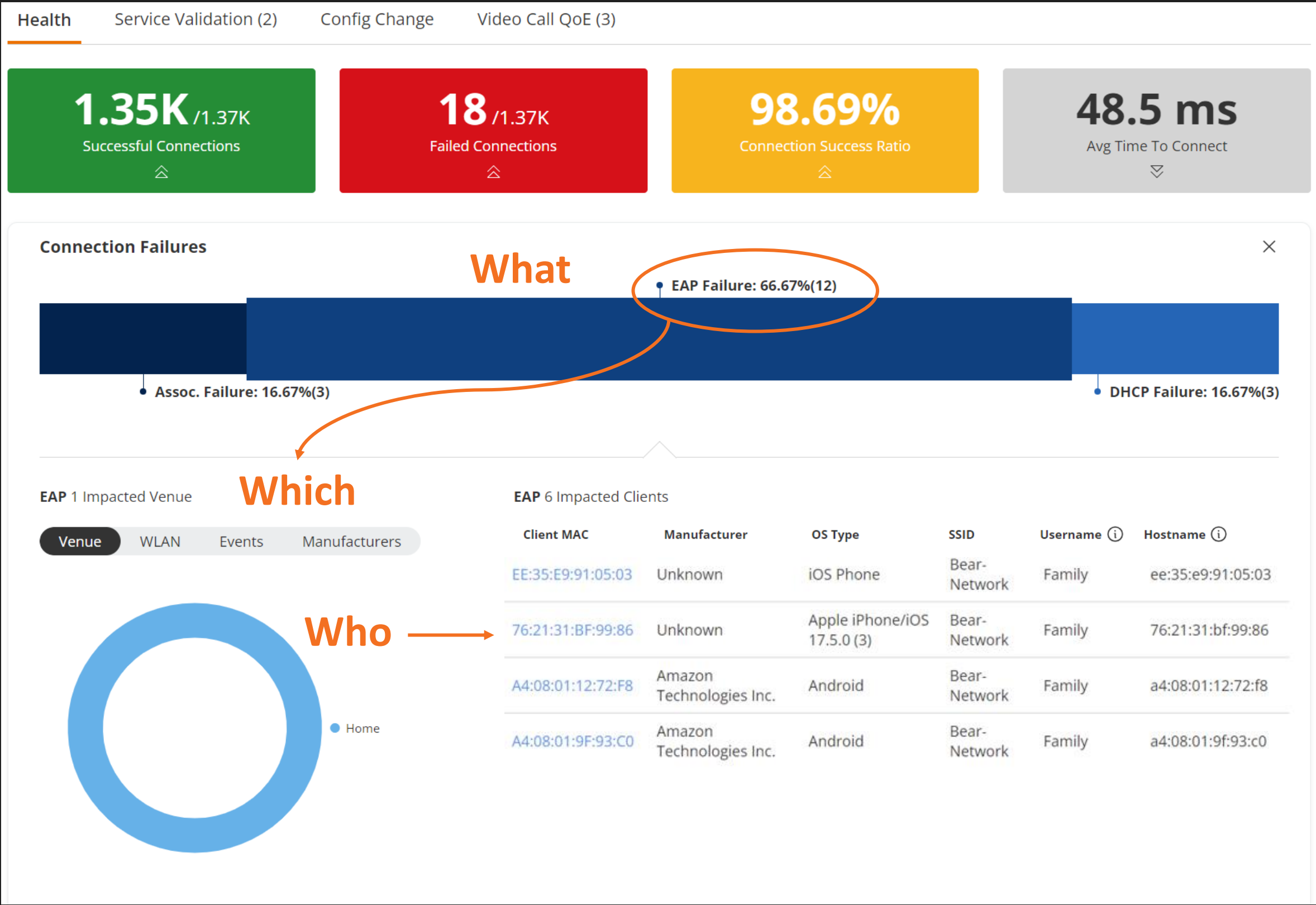
93% meets goal

4.5 k of 4.84 k sessions above 10 Mbps

Are clients able to access the network?

How quickly can they connect to the network?

How fast can they access services?



Wifirst, an MSP Testimonial



“Our success depends on meeting customer SLAs and efficiently managing to those SLAs. That means quickly addressing issues that arise in a network.

We were facing just such a scenario and had dedicated six person-weeks to solving this issue, to no avail.

Within minutes of turning on **RUCKUS AI**, we were able to see that the Wi-Fi network was not the issue; we quickly identified a specific hardware element that was the source of the problem.

This new solution makes our support operations **dramatically** more efficient.”



Reporting



Average RSS and SNR by Radio Type

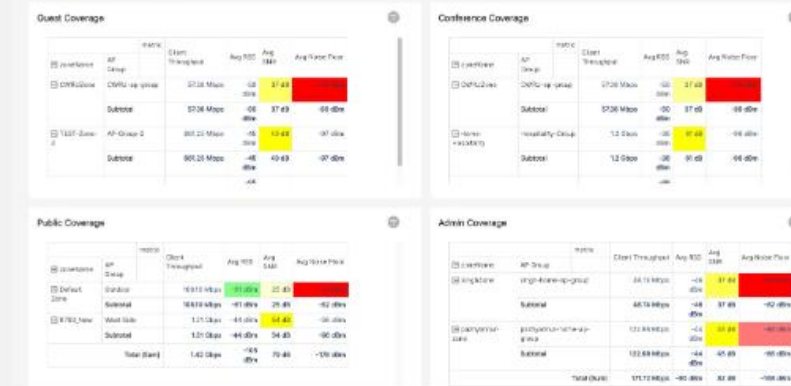


Guest Experience



Displays insights about the guest experience in the property.

Coverage based on AP Group names

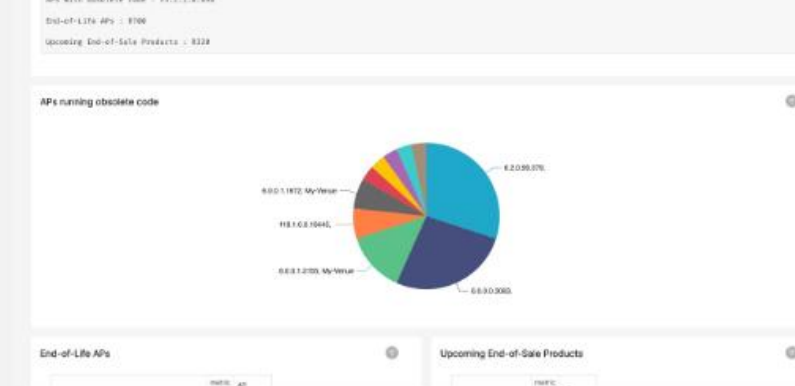


RF Coverage



Displays information about the Wi-Fi experience in various parts the...

End-of-Life Assets

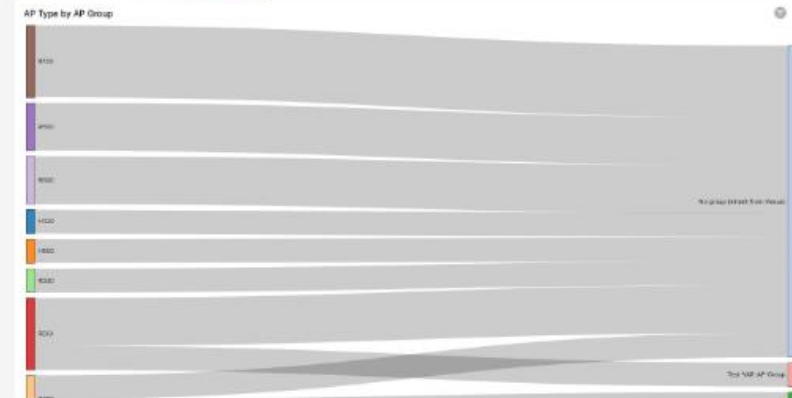


Assets LifeCycle



Displays information about assets in the property that are nearing End of...

AP Type by AP Group

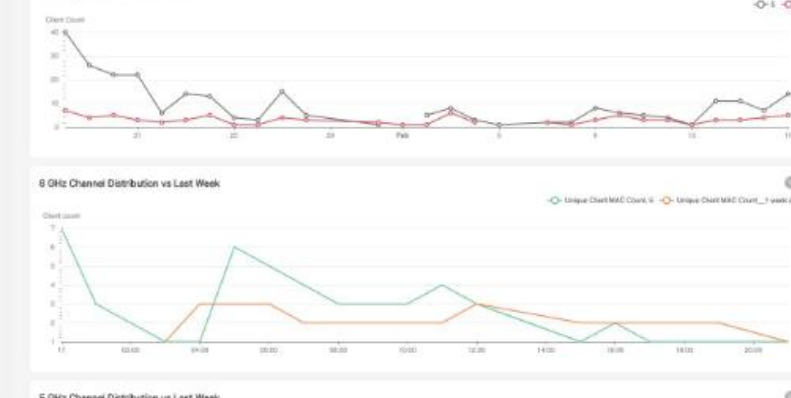


Brand Standard Compliance



Displays compliance reports detailing brand compliance for the property.

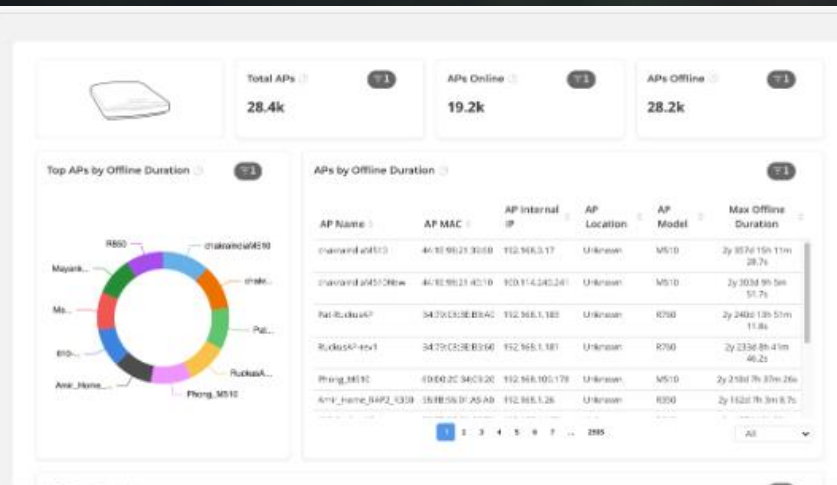
2.4GHz, 5GHz, 6GHz Distribution



Wireless Performance

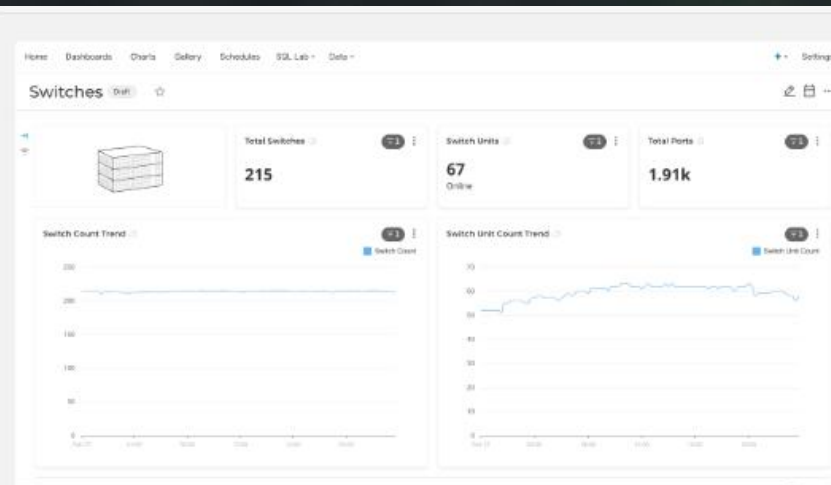


Displays detailed information about the quality of Wi-Fi performance...



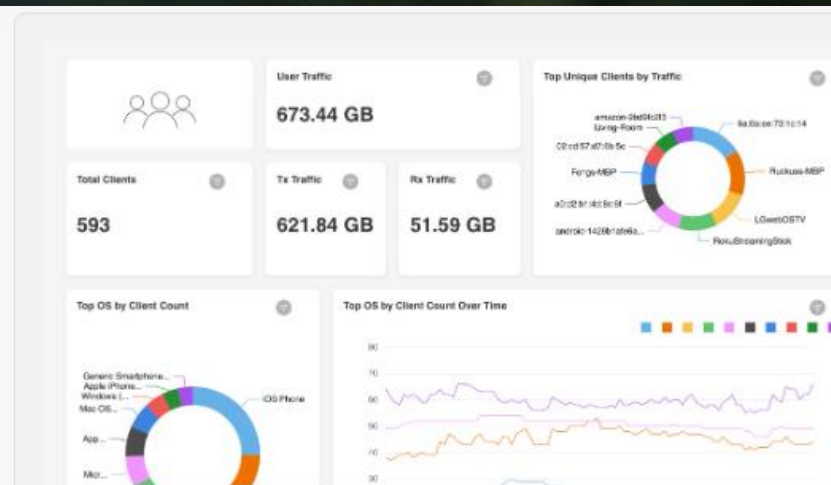
Access Points

Displays information about APs in the network.



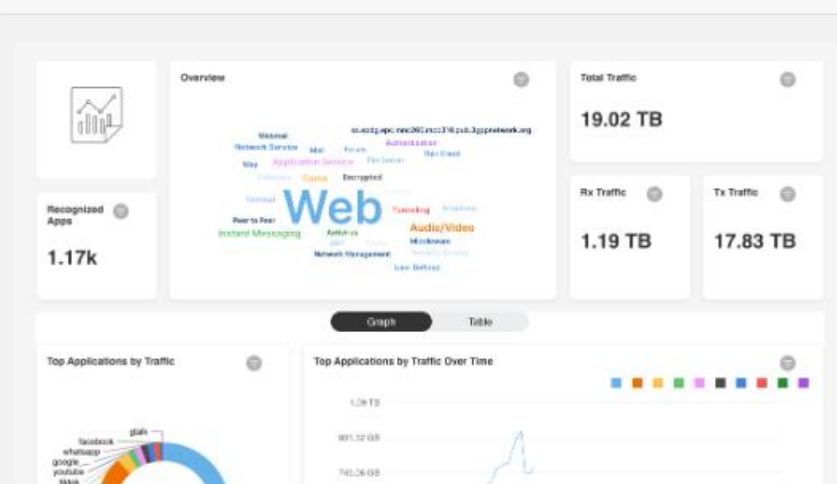
Switches

Displays comprehensive information about switches details.



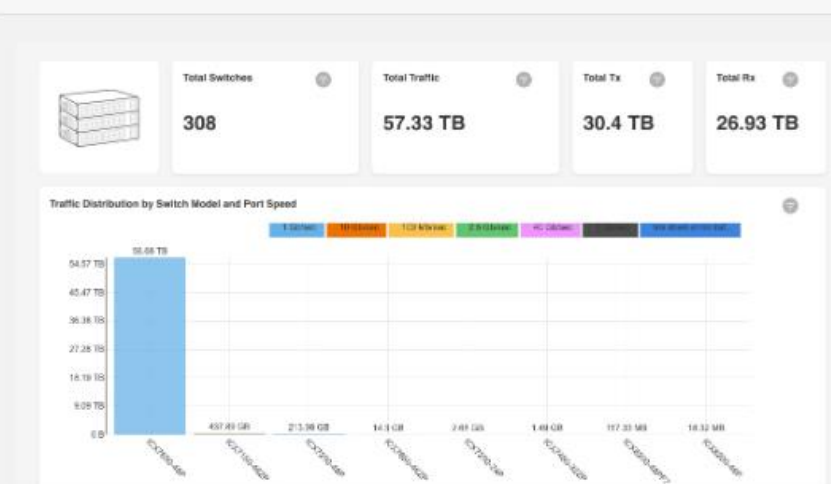
Clients

Displays detailed information about clients in the network.



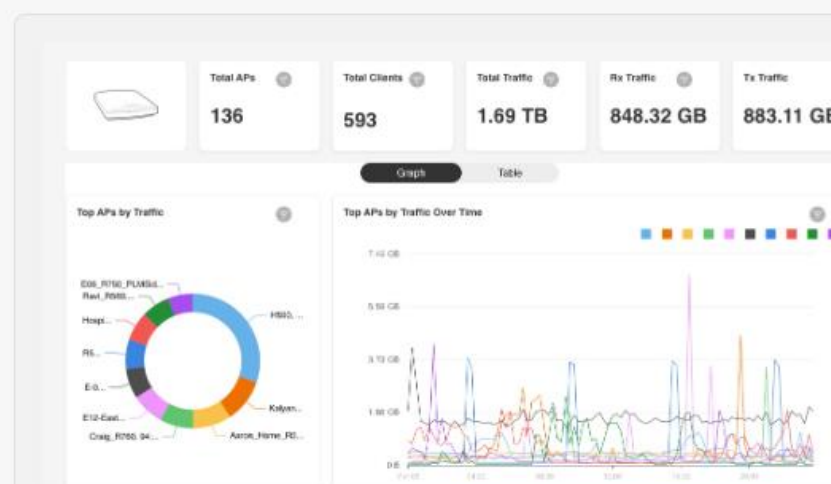
Applications

Displays information about the applications used by client devices i...



Wired Network

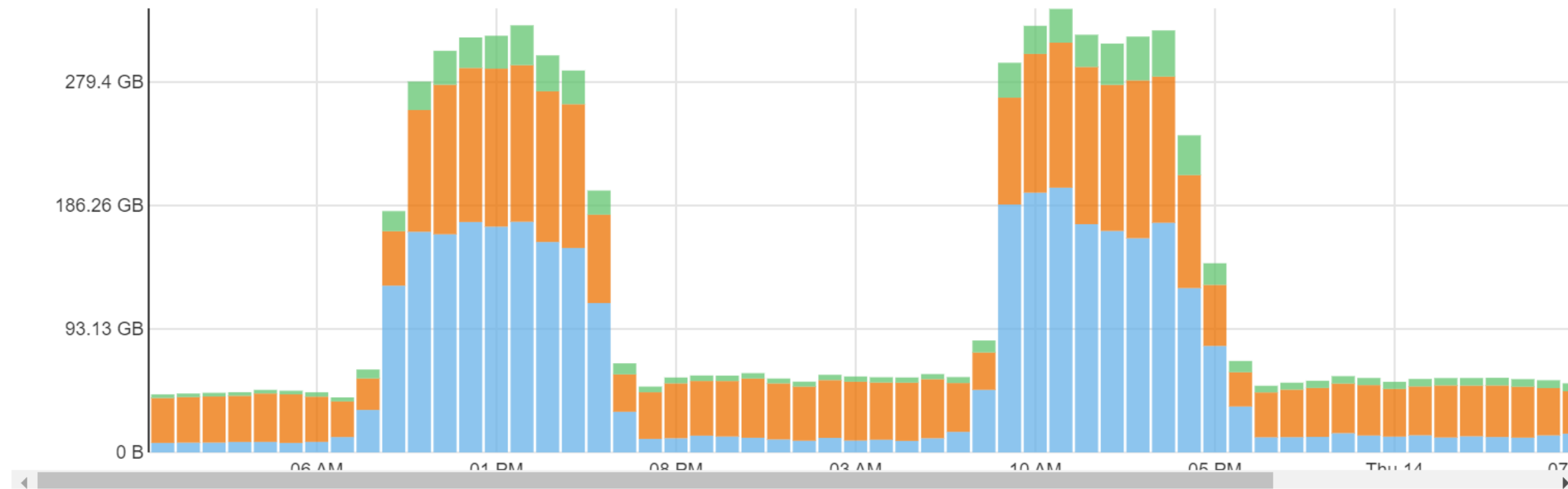
Displays information about the wired components within the network.



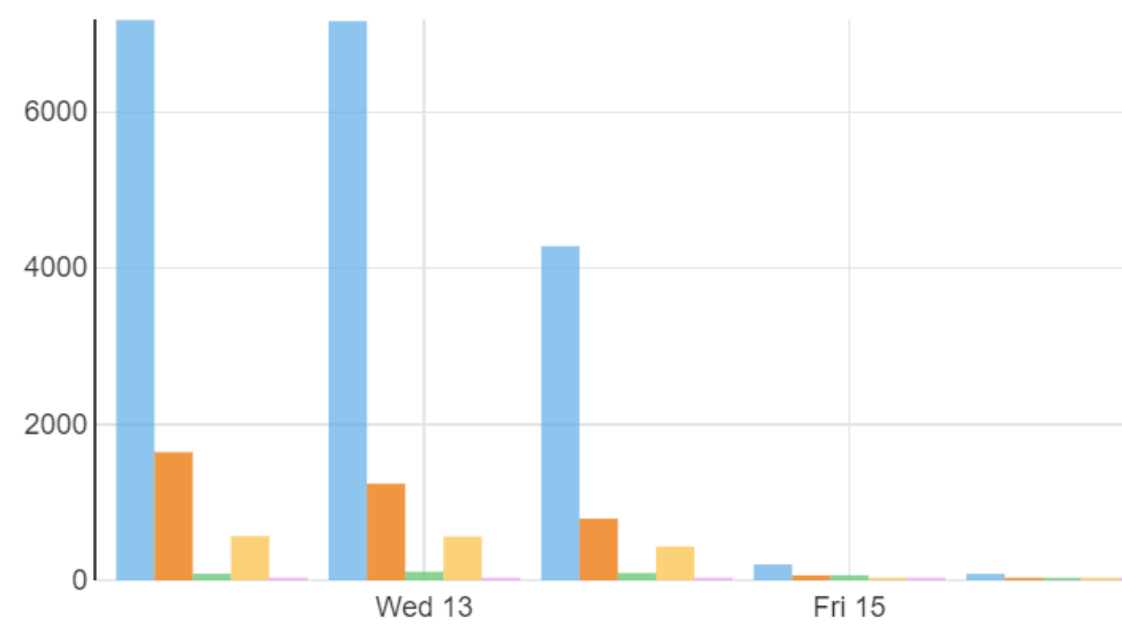
Wireless Network

Displays information about wireless components within the network.

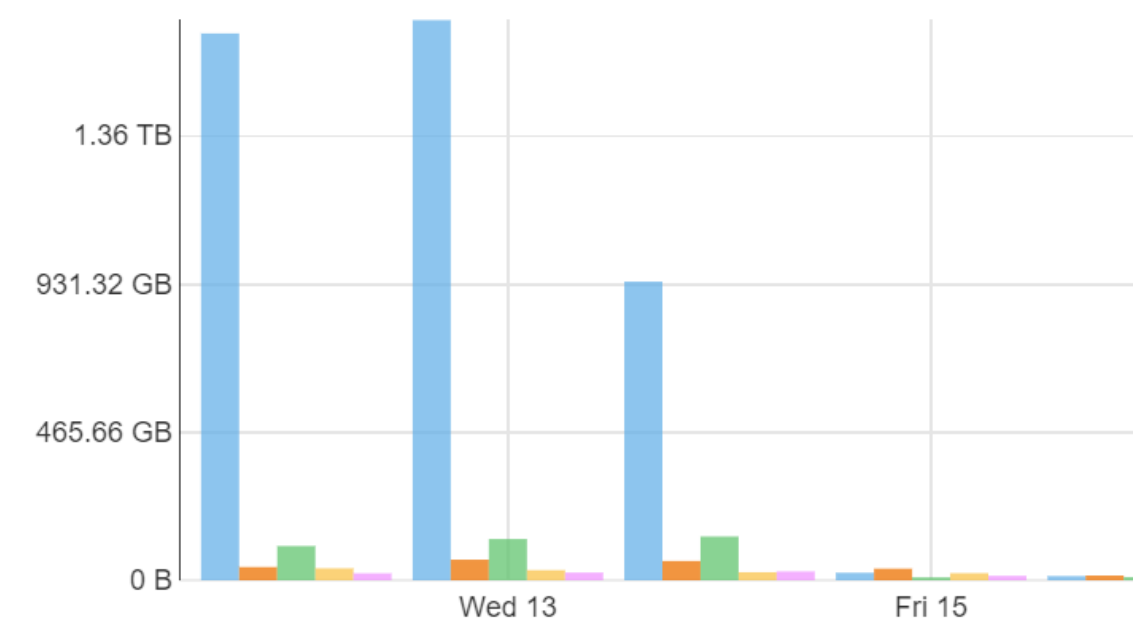
Data Volume



Clients vs SSID Event



Data Volume vs SSID Event



Flexible Licensing



Essentials Tier

- Network Management
- Unrestricted Scale
- Basic Analytics
- 1-month Data Retention

Professional Tier

- Everything in Essentials
- Advanced Analytics
- 12-month Data Retention
- SSO Login
- Network Segmentation
- Webhooks*
- Templates



License Tiers

Administration	Essentials	Professional
Wired & Wireless Network Management	Yes	Yes
Multi-language support	Yes	Yes
3 rd Party Admin SSO	No	Yes
Configuration	Essentials	Professional
Basic Notifications via email/SMS	Yes	Yes
Webhooks	No	Yes*
Advanced Application Configuration	No	Yes*
Configuration Templates	No	Yes*
Analytics & Reports	Essentials	Professional
Data Retention	1-month	12-months
AI-driven Incident Management	Yes	Yes
AI-driven Radio Resource Management	Yes	Yes
AI Health	Yes	Yes
Service Validation	No	Yes
Network Configuration Analysis	No	Yes
Video Call QoE	No	Yes
Data Studio (Custom reporting and dashboards)	Yes	Yes
Security & Policy Management	Essentials	Professional
Dynamic Preshared Keys (DPSK)	Yes	Yes
Custom Captive Portal	Yes	Yes
Adaptive Network Policies	Yes	Yes
Onboarding Workflows	Yes*	Yes*
Network Segmentation	No	Yes*
APIs	Essentials	Professional
Open API Support	Yes	Yes

*Future Release

RUCKUS AI Standalone - Subscriptions



RUCKUS AI Standalone can only be deployed on top of a SmartZone solution.

- Each AP and Switch requires AI license
- Subscription based in 1, 3, and 5 year increments
- 90 day trial licenses are available
- 180 day grace period for activation (customer self-service)
- Optional bundles that include both SZ/AI license or RUCKUS One/AI

License Type	Description
CLD-ANAP-1001	RUCKUS AI 1-year subscription for 1 Cloud-or SmartZone-managed AP
CLD-ANAP-3001	RUCKUS AI 3-year subscription for 1 Cloud-or SmartZone-managed AP
CLD-ANAP-5001	RUCKUS AI 5-year subscription for 1 Cloud-or SmartZone-managed AP

Call to Action!

RUCKUS[®]
COMMSCOPE

01 Large existing base of ZoneDirector could be converted to RUCKUS One

02 RUCKUS One solutions can help partners to provide a more tailored service

03 Demonstrating RUCKUS One with AI increases the chances of winning the deal

04 Adding RUCKUS AI to existing SZ deployments provides a unique proposition

THANK YOU



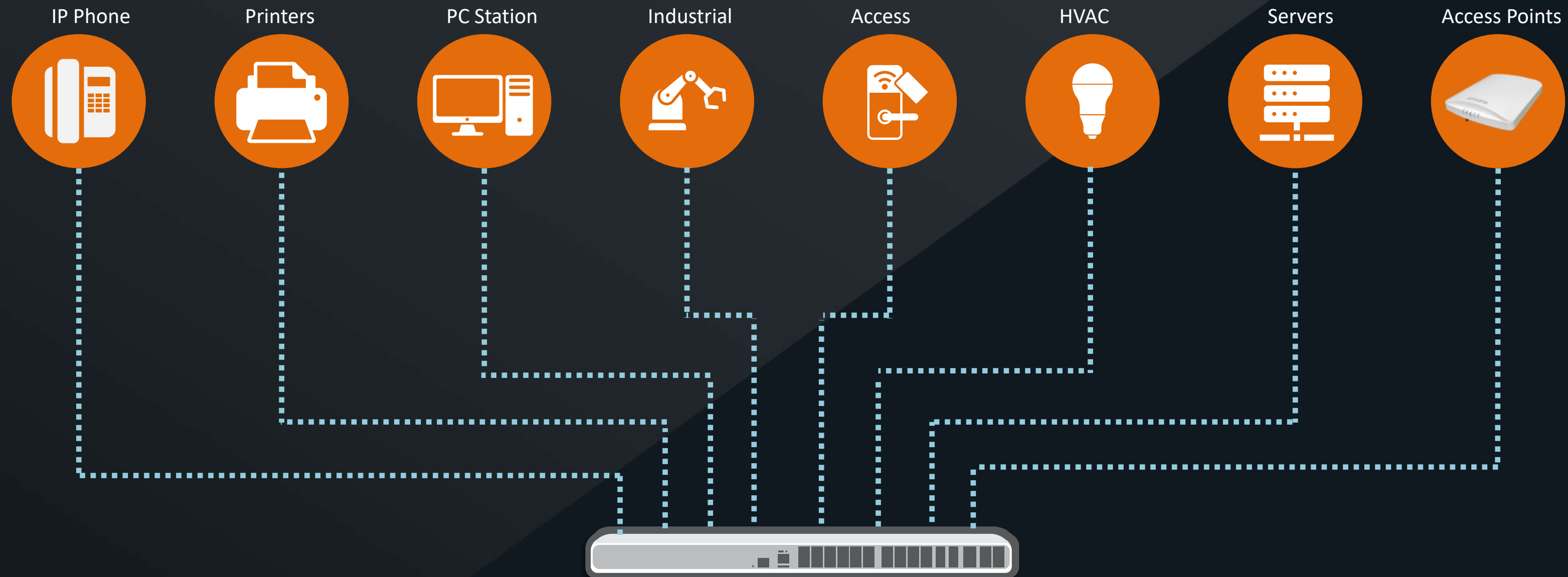
Your ICX Opportunities

Deep Johal

Systems Engineer



What Is Connected to a Network?



Secure network
access?

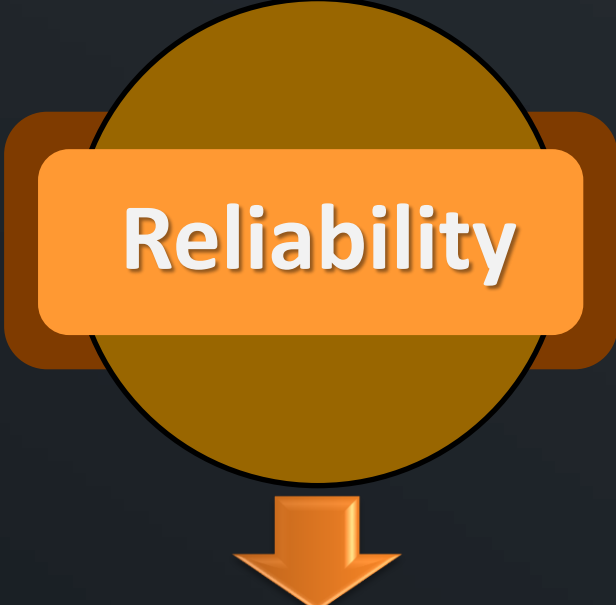
Easy provision and
scale?

Support for open
programmability ?

Insights: Data Trends
Correlation?

High speed and
performance?

Key Network Business Requirements Considerations



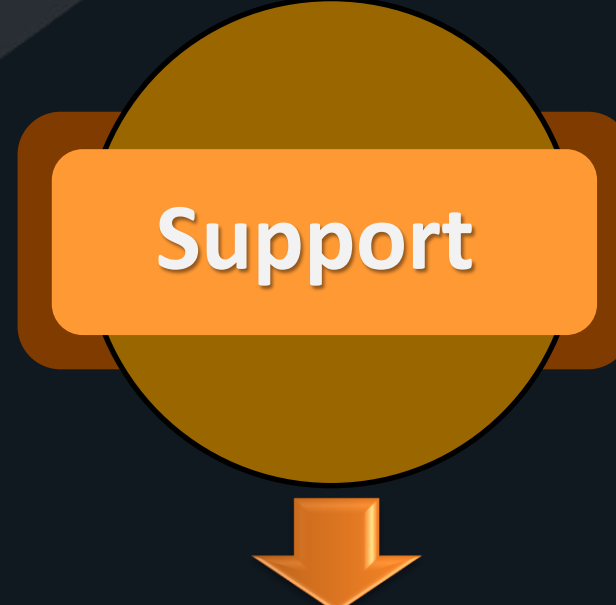
Reliability

- Proven track record
- Hardware and software resiliency
- Demanding performance and PoE requirements
- Rich security features
- Extended lifecycle



Operations

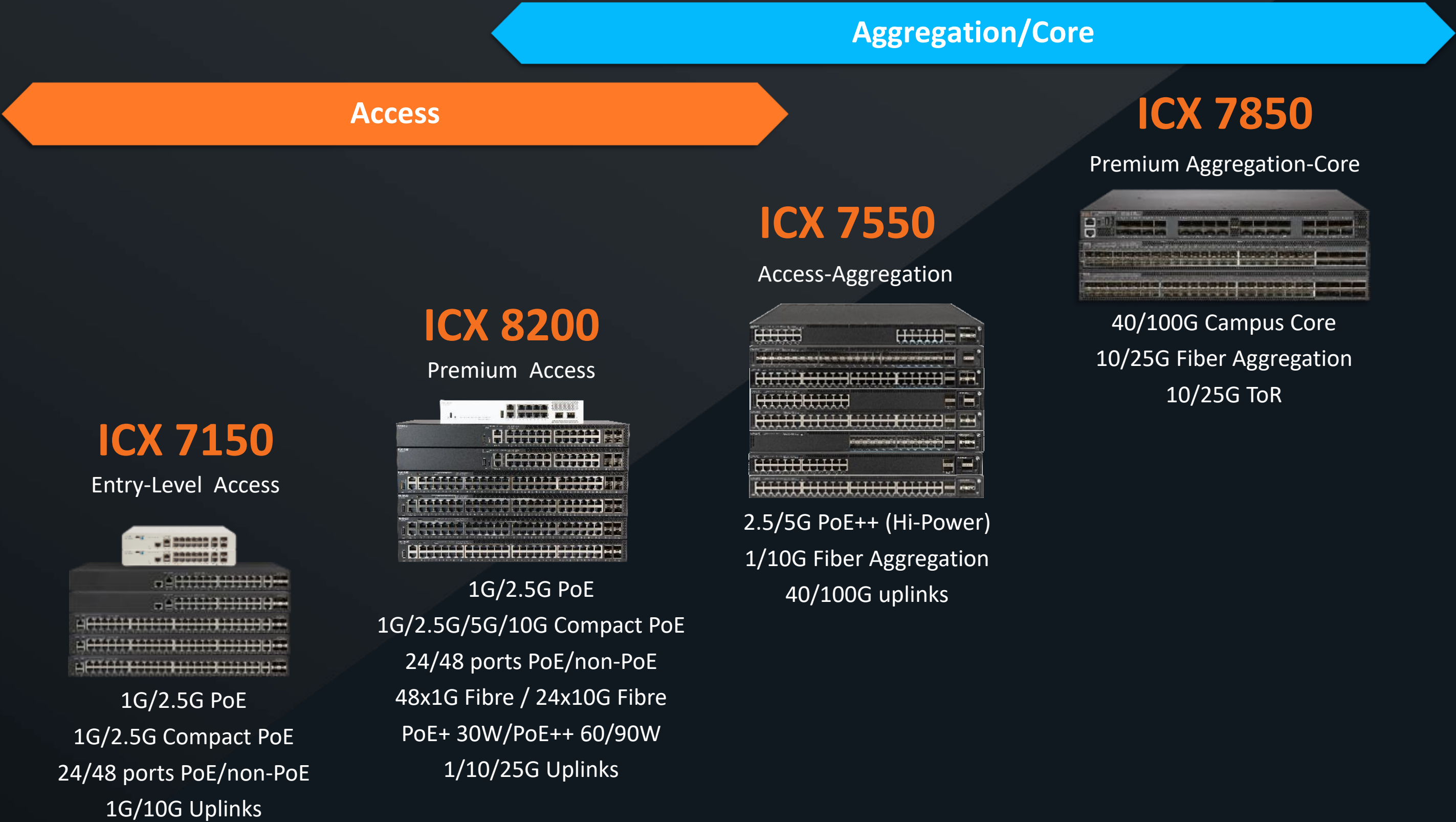
- Ease of management
- Seamless scaling and expansion
- Simple design criteria
- Reuse IT network knowledge
- Open integration to existing tools
- Access to training and enablement



Support

- Established support organization
- Access to KB, software, documentation and best practices
- 24/7 follow-the-sun model
- Advance Hardware replacement

ICX Portfolio



ICX: Well Proven In the Field (Jan 2021 – May 2024)

EMEA Only

Access Switches

ICX7150 - ICX7250 – ICX7450 - ICX 8200

73,906

Aggregation/Core

ICX7550 - ICX7650 – ICX7750 - ICX 7850

5,353

79,292 Units

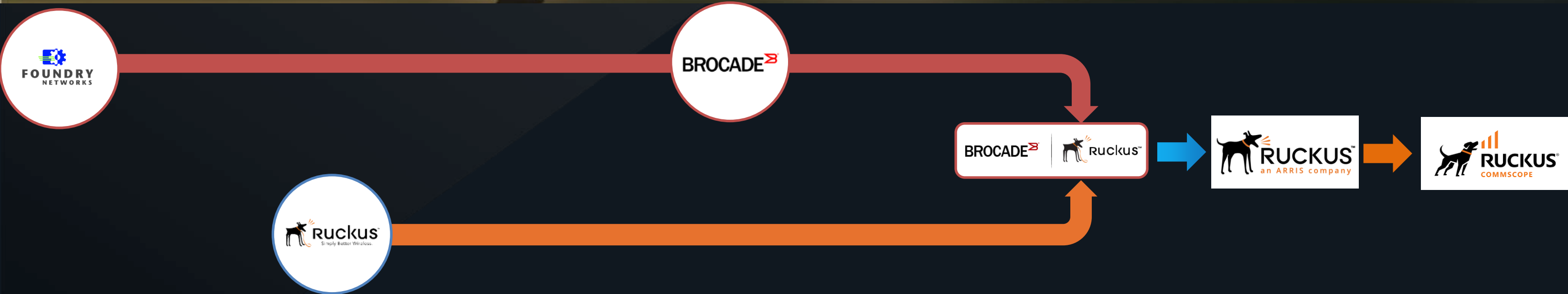
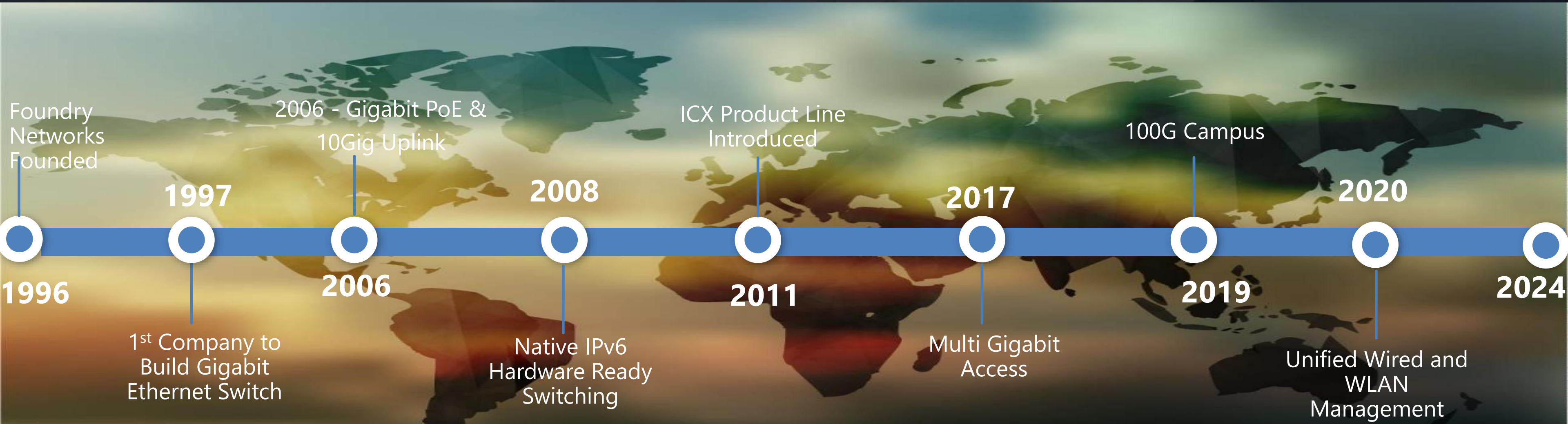


ICX8200



12,399 Units in 1 ½ years!

ICX Heritage: 2+ decades of innovation



Network Resiliency



Options for:
PSUs
Fan Trays
Hot Swapping



In Service-Software-Upgrades

- Gateway Redundancy
- Multi-Chassis Uplink Redundancy
- Configuration / Deployment Templates
- Config Rollback

+ More

Avoiding Hidden Costs of Chassis

'Promise'
Pay-as-you-Grow

Day 1



- Controller / Supervisor
- Fabric Modules
- Line Cards
- Power Supply
- Fan Trays
- Chassis



Year 2



We need to add ports. We'll use new line card models just released!

- New line cards not compatible with supervisor or fabric modules
- Power supply output insufficient for new line cards/controller/fabric
- New modules require additional ventilation (fan trays)

Why RUCKUS Distributed Chassis?

Benefits of a Chassis



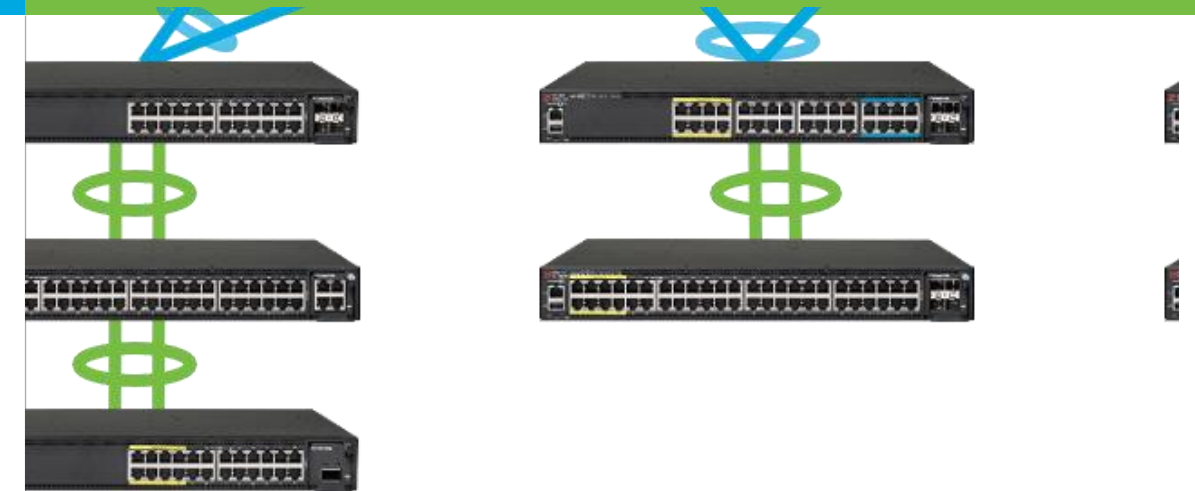
- Single point of management
- High availability
 - Redundant controllers
 - Hitless software upgrades
 - Hot swappable modules
- Easy upgrades
- High scalability
- High performance

Plus the Flexibility of Fixed Form Factor



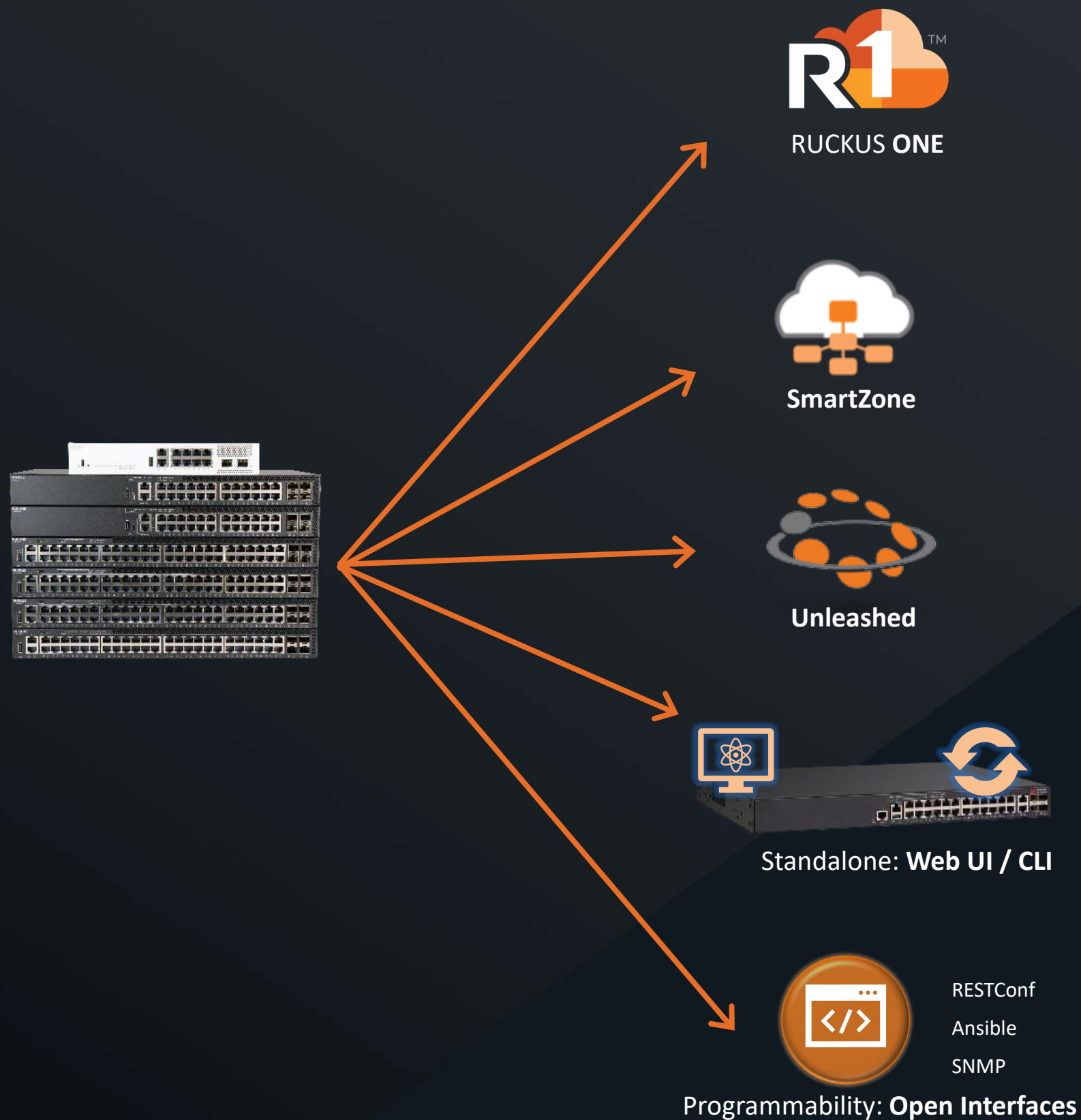
- Reduced up-front investment
- Buy only what you need
 - No fixed limitations
- Distributed configuration
 - Up to 10km
- Reduced power & cooling
- Flexible deployment

And Much More...



- Scales to
 - Up to 12 switches per stack
 - UP to 40 switches per fabric
- Simplified management
 - STP-free Layer 2 design
- 75% lower TCO

Management



With  **RUCKUS ONE**  **SmartZone**

- Unified Management: Wired and Wireless
- Single Pane of Glass
- Zero Touch Provisioning
- Templates and profiles
- Monitoring
- Remote CLI

Scalability



- Up to 12 switches per stack
- Single management
- Single logical instance
- Long distance stacking



Why Do You Care?

- Greater scalability
- Reduced costs
 - Stacking cables
 - Stacking modules/licenses
- Simpler management
- Flexible deployment
- High availability

Design: Choosing Uplink Speeds

Aggregation/Core

ICX 7850

Premium Aggregation-Core



10/25/40/100G

1G/10G Uplinks

1/10/25G Uplinks

10/40/100G uplinks

ICX 7150

Entry-Level Access



ICX 8200

Premium Access



ICX 7550

Access-Aggregation



Access

CLI Ops – Leveraging Existing Knowledge



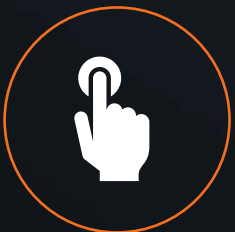
CLI Syntax and hierarchy is similar



Configuration Guides Widely Available



Standard Networking knowledge is reutilized



Multiple Configuration Options besides CLI

BPDU

Cisco IOS	Ruckus ICX
Cisco(config)# interface g1/0/17 Cisco(config-if)# spanning-tree bpduguard enable Cisco(config-if)# spanning-tree bpdufilter enable	Ruckus(config)# interface ethernet 1/1/4 Ruckus(config-if-e1000-1/1/1)# stp-bpdu-guard Ruckus(config-if-e1000-1/1/1)# stp-protect

LLDP

Cisco IOS	Ruckus ICX
Cisco(config)# lldp run Cisco# show lldp neighbors Cisco# show lldp neighbors g1/0/1 detail	Ruckus(config)# lldp run Ruckus(config)# show lldp neighbors Ruckus(config)# show lldp neighbors detail ports ethernet 1/1/1

PoE

Cisco IOS	Ruckus ICX
Cisco(config-if)# power inline auto Cisco(config-if)# power inline never Cisco# show power inline Cisco# show power inline f1/0/5	Ruckus(config-if-e1000-1/1/1)# inline power Ruckus(config-if-e1000-1/1/1)# no inline power Ruckus# show inline power Ruckus# show inline power 1/1/1 ! interface ethernet 1/1/2 inline power !

ACL

Cisco IOS	Ruckus ICX
Cisco(config)# ip access-list name Cisco(config-acl)# ip access-list name Cisco(config-acl)# [sequence-number] {permit deny} protocol source destination Cisco(config)# ip access-list acl-01 Cisco(config-acl)# permit ip 192.168.2.0/24 any Cisco(config)# ip access-list acl-02 Cisco(config-acl)# deny ip 192.168.4.0/24 any	Ruckus(config)# access-list 100 permit icmp 209.157.22.0/24 209.157.21.0/24 Ruckus(config)# access-list 100 deny tcp host rk Wong 209.157.21.0/24 eq telnet log Ruckus(config)# access-list 100 deny udp 209.157.21.0/24 host rk Wong eq tftp log Ruckus(config)# access-list 100 deny ip host 209.157.21.100 host 209.157.22.1 Ruckus(config)# access-list 100 deny ospf any any Ruckus(config)# access-list 100 permit ip any any

Wired Training: From Zero to Hero

RUCKUS Portfolio SE Training



RSP-100 Routing and Switching Protocols



RUCKUS ICX
Implementer
(**RICXI**)
Accreditation Exam

ICX-150 RUCKUS ICX Implementer



ICX-200 RUCKUS ICX Administrator

RUCKUS Certified
Networking
Associate (**RCNA**)
Exam

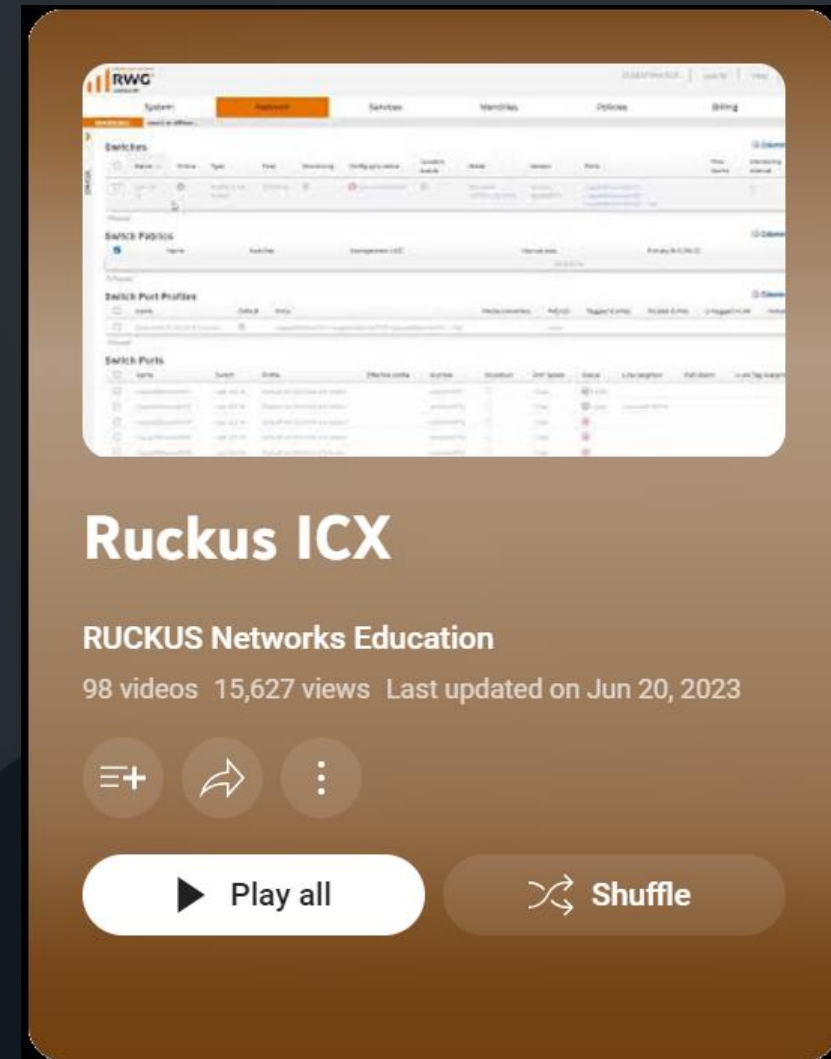
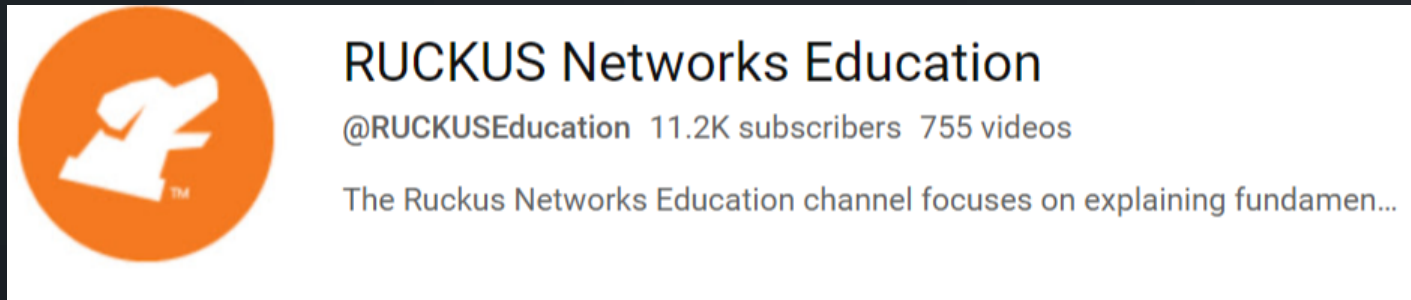


Other Recommended Courses:

RWAI 200 - RUCKUS Wireless Access
Infrastructure

ICX TS300 - RUCKUS ICX Troubleshooting
Course

RUCKUS Education Channel



Topics Included

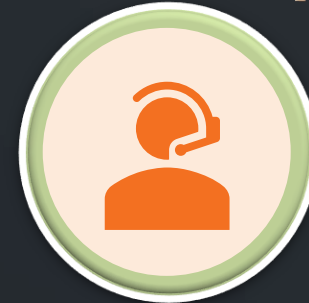
- ICX Command Line
- Software upgrades
- Creating Access Control List
- Spanning-Tree configuration
- LAG Creation
- Stacking Configuration
- Switches Registration in Cloud and SmartZone
- Managing PoE

- VLAN Configuration
- Multicast
- Port Security
- AAA
- Routing: BGP/OSPF
- Automation -Ansible

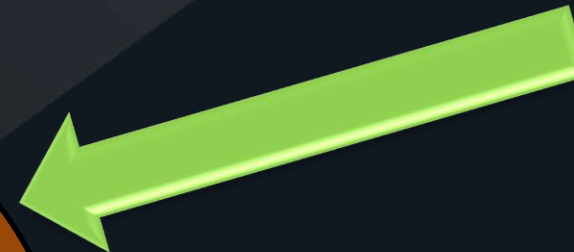
+ More...

RUCKUS Support Portal

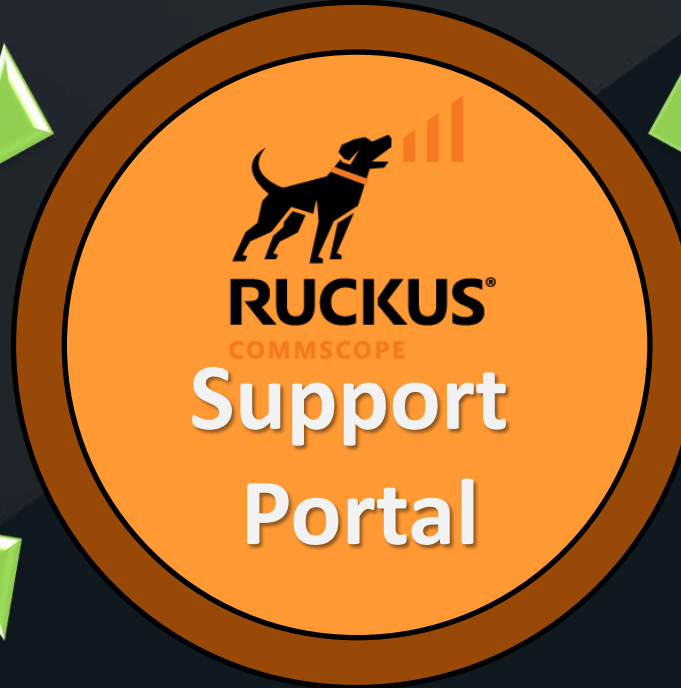
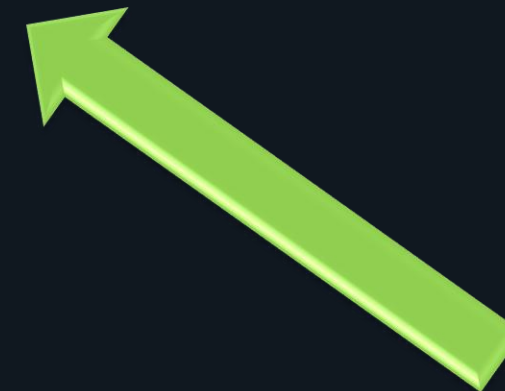
Technical Support



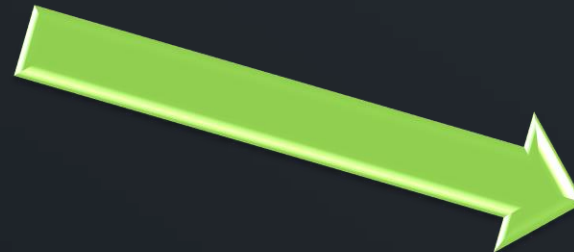
Documentation



Knowledge Base
& Best Practices



Software
Downloads



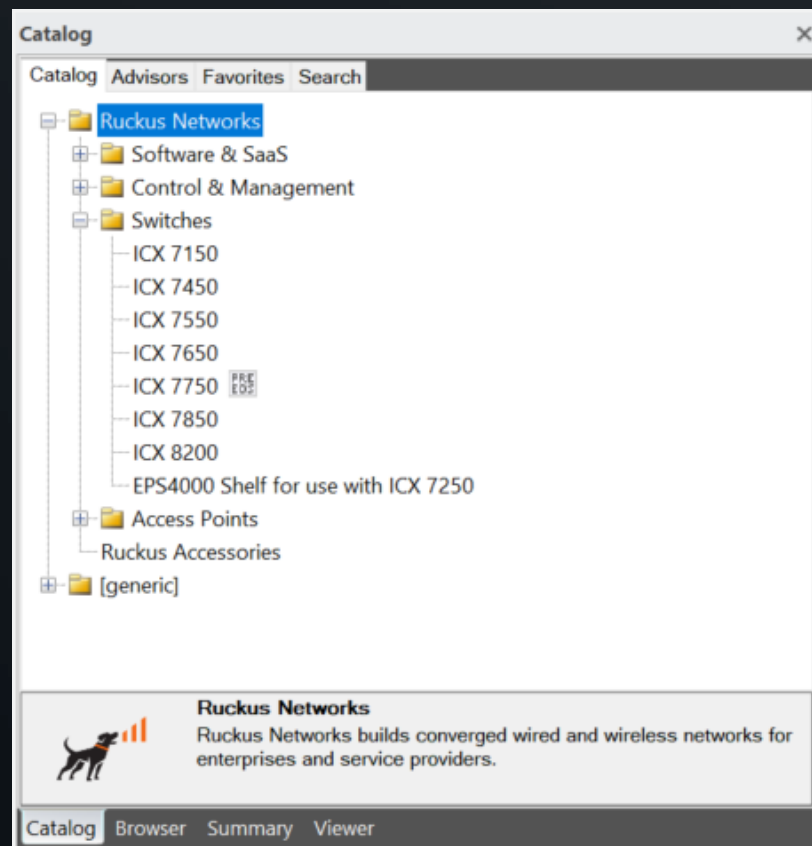
Community &
Forums



Switching Design With Intangi Iris



- Allows partners to generate and export BoMs quickly and accurately
- Intended for use by pre-sales and SE users
- Multi-site design capabilities
- Provides detailed product information and side-by-side comparisons
- Allows users to select a product based on guided questions via 'Advisors'
- Uses rules-based validation for designs (e.g. Switch stacking/links, PoE Budgets, Support, etc.)
- Exports quotes and diagrams to Excel & Visio
- Includes products and support



Call to Action

1 Build Credibility

- History
- Track record
- Verticals

2 Play RUCKUS strength

- Portfolio Simplicity
- Straight forward sizing and quoting
- Training
- Access to documentation and guides
- Mature support and partner replacement

3 Challenge the Customer

- What prevents the change?
- Is it OK to pay more?

THANK YOU



Market Trends & Sales Acceleration

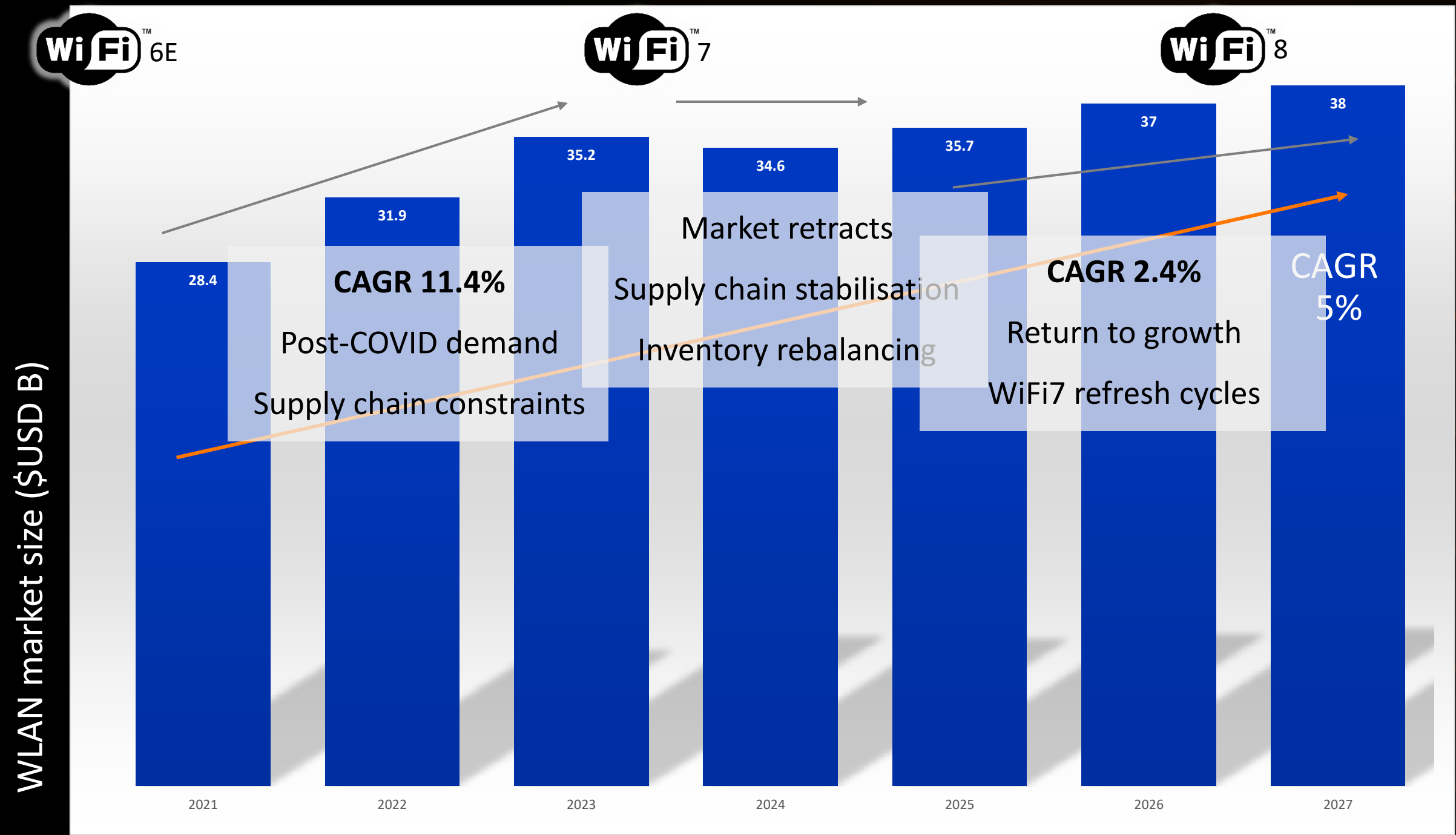
Hasina Dhanji

WW Sales Acceleration Lead



WLAN Market Trends

The enterprise network WLAN market growth has increased 5% from 2021, driven by wireless technology upgrades, post COVID-demand surge and adoption of WiFi7





Gaming & VR
4K & 8K
streaming



Industrial
Automation
Robotics & IoT



AI-enabled
surveillance
Real-Time alerts

Ageing WiFi: H2



45K

Dormant Customers
'19-'21

73%

employees say
slow/unreliable Wi-Fi
hinders their productivity

Channel Kit:

- Promotion
- Pre-recorded sales trainings & flyer
- Prospecting emails & call scripts
- Customer ppt
- Social media banners & posts
- Customer account count

RUCKUS APs

Ageing Wi-Fi Campaign

We want to keep our customers running on RUCKUS and enjoying the great performance they're accustomed to. To this end, we are launching an exclusive offer to existing or dormant RUCKUS customers to upgrade to the latest Wi-Fi standards and our flagship RUCKUS One management option. Many of your customers or install base may still be running on Wi-Fi5 which, when introduced was ground-breaking in terms of data rates and efficiency with the introduction of MU-MIMO. However, this technology is now 10 years old following its release in 2014, and customers are likely dealing with much higher data demands, perhaps compatibility issues or limited growth, hindered by Wi-Fi5. What are the features or benefits to your customers' upgrading

Wi-Fi 6 (802.11ax): High Efficiency (HE) Standard introduced to deliver network efficiency and capacity

Main Features:

- OFDMA
- 1024-QAM
- Faster Data transfer (9.6 Gbps)
- Bi-directional MU-MIMO
- Target Wake Time (TWT)

Why does this matter?

Wi-Fi6 APs are able to connect multiple clients at once, making the APs more efficient and enable quick, simultaneous request response times. The faster data transfer provides enhanced performance for bandwidth-intensive applications, such as video conferencing and cloud computing. The bi-directional MIMO means multiple users can upload and download data simultaneously, where Wi-Fi5 can't and finally the power saving TWT feature not only alleviates traffic congestion but can also greatly benefit IoT adoption.

Wi-Fi 6E delivers faster speeds, lower latency and more network security

Main Features:

- Extended Spectrum (6Ghz Band)
- 7 Additional 160 MHz channels
- Wi-Fi Protected Access 3 (WPA3) & Opportunistic Wireless Encryption (OWE)

Why does this matter?

The additional bandwidth provided and reduced congestion as a result of extended spectrum mean faster and more reliable connections, especially in high-density areas. The additional channels mean advanced applications like augmented reality (AR) and virtual reality (VR) are supported at lower latency. And finally the performance is enhanced due to less interference and enhanced security to protect sensitive business data.

Wi-Fi 7: Extremely High Throughput (EHT) Standard

Main Features:

- Multi-Link Operation (MLO)
- Punctured Transmission
- Speeds of 46Gbps
- 4K QAM
- Bandwidth doubled to 320 MHz

Why does this matter?

As with each standard, the speed and performance of the network is drastically enhanced with Wi-Fi7 delivering superior experiences for 8K video streaming and large file transfers. Additionally MLO means devices can connect simultaneously on multiple frequency bands which enhances reliability and reduces latency, critical for real-time applications like remote surgery or industrial automation. Reliability is further enhanced with punctured transmission which makes the Wi-Fi more resistant to interference and ensures critical flow and latency are not impacted.

Wi-Fi7 is seen as the future of wireless – delivering future-proofing, increasing devices, and data appetites from application and service productivity with upgraded speeds, capacity and efficiency – paired connectivity deliver superior user experiences for all.

+ ICX X-Sell

+ RUCKUS One

Our Vertical Approach



RUCKUS focus verticals represent 52% of the WLAN TAM

EDU

22%

+1.8%

- Technology-enhanced Learning with VR headsets, smartboards
- Online Security & Student Safety
- Resource constraints

HSP

5%

+0.9%

- Enhanced and personalised guest experience
- Operational Efficiency via AI and Automation
- Rise of Boutique/Lifestyle hotels

MDU

2%

+5.3%

- Smart Building Technologies
- Wi-Fi for Remote Working, Streaming & Gaming
- Energy Efficiency & Sustainability

MWL

10%

+7.3%

- Automation & Robotics
- Supply Chain Optimisation
- CyberSecurity & Continuity

% of WLAN
Market

Growth rate %
within WLAN

RUCKUS Channel Kits by Industry

- **RUCKUS Sales Playbook**
Tactical and strategic plays to compete, win and grow
- **Bite-Size Sales Training**
Talking points to build resonance and credibility in every conversation & demonstrate how our solution meets their needs
- **Prospecting Kit**
Sequences with multi-touchpoints including LinkedIn, email, calls (with scripting) to set meetings

July: Higher Ed

THANK YOU



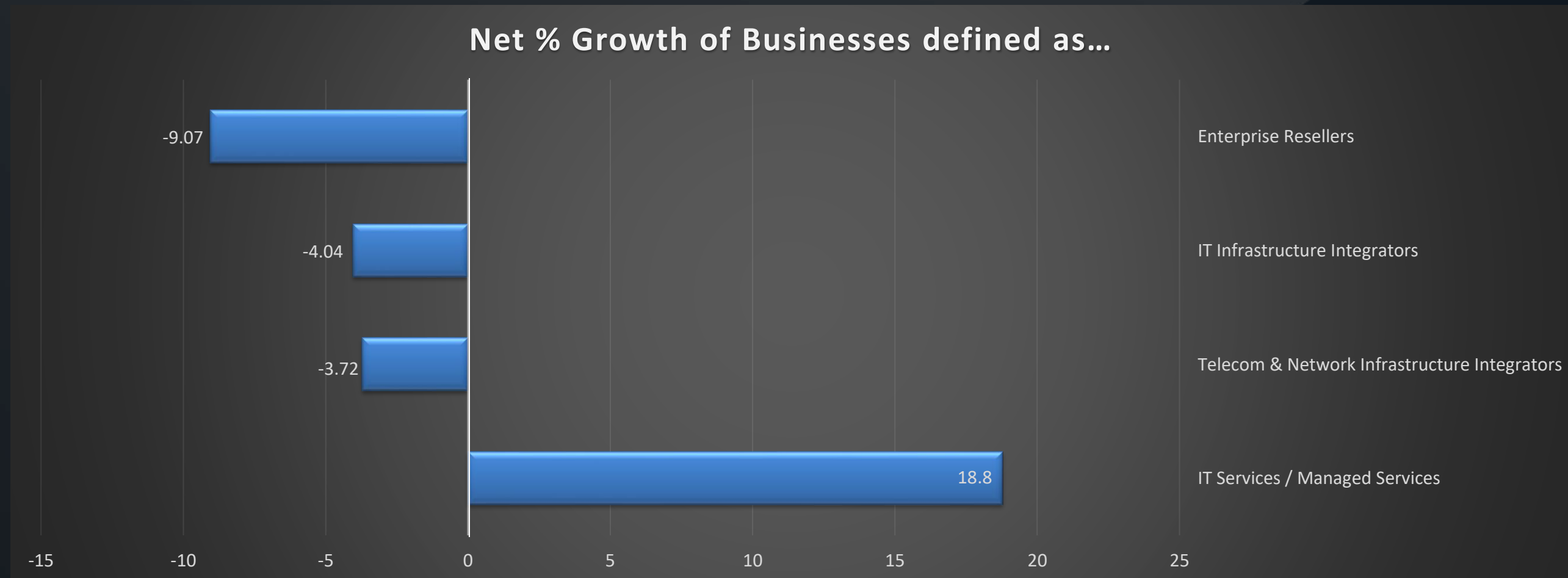
Purpose-Driven Channels

Chris Elliott

Channel Director, EMEA



CHANNEL EVOLUTION



compuBase "Evolution of the IT ecosystem between 2019 and 2024"

Shift from "Traditional" offerings to Managed Services
Often built on Cloud architectures and AI

WHAT THIS MEANS FOR RUCKUS

Partners looking to **engage** in different ways

The **value** Partners look for from vendors is altering

Partner **requirements** becoming more complex

Traditional Channel Programs are becoming **less relevant**



Channel Vision

To be the top choice for partners when delivering purpose-built network solutions in the markets we serve



2024+ Mission

Empowering partners to accelerate growth at scale by increasing their capacity, capability and the value they receive when partnering with RUCKUS



THE RUCKUS CHANNEL APPROACH

Built with 3 co-dependent components:

Engagement

Account Management
Business Planning
Developing Service Capability



Enablement

Training
Tools
Development



Program

Certifications
Specializations
Rewards & investments



ENGAGEMENT



Account Management

- Proactive, not just reactive
- Multi-layered



Business Planning

- About your Business goals
- Direct resources where you need them
- Working together to succeed



Service Capability

- Incorporate RUCKUS into your Service offering
- Increase your value to your customers

ACCESSING SUPPORT

EMEA CHANNEL TEAM

EXECUTIVE TEAM

REGIONAL MANAGEMENT

MARKETING

GLOBAL CHANNEL TEAM

DISTRIBUTION

PRODUCT LINE MANAGEMENT

ACCOUNT MANAGER
SYSTEM ENGINEER

TAC SUPPORT



EMEA CHANNEL
DIRECTOR



EMEA CHANNEL
ACCOUNT MANAGER

Accessing a combination of
resources – **at different stages
of the sales cycle** – significantly
increases win rates

ENABLEMENT

TECHNICAL

RUCKUS Technical Family:

Onboarding Days

Webinars / Events

Continuing Education

COMMERCIAL

NOT just Product Training

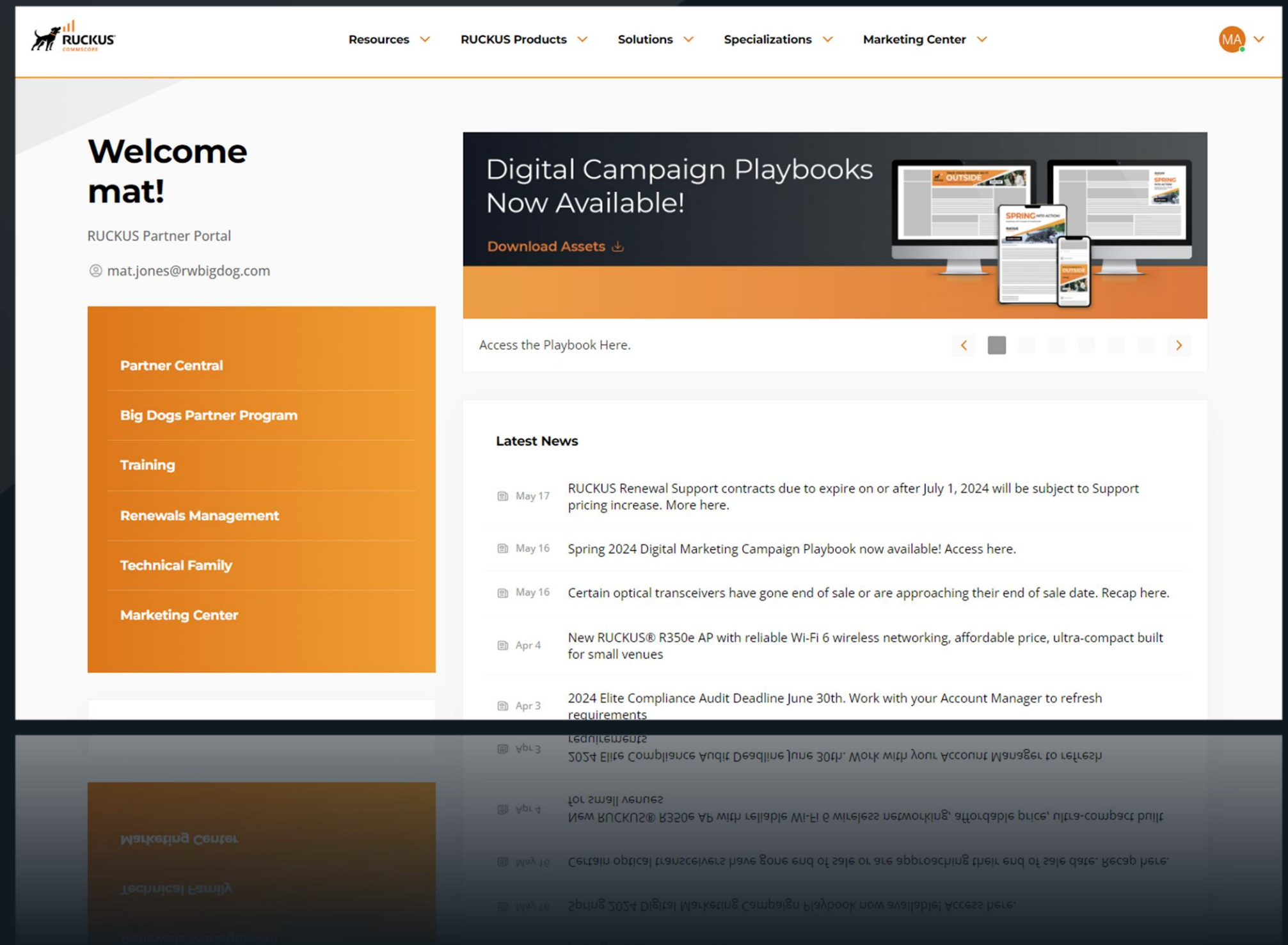
Real world application

Launching H2 2024



PARTNER PORTAL

- Improved UI/UX
- New & updated content
- Improved DR Process



GROWTH OPPORTUNITIES



AGING WI-FI



PROMO
Battle Cards
Call lists & scripts



VELOCITY



PROMO
Unified Wired &
Wireless Solution



CLOUD & AI



Build Managed Service offering
ZERO up front investment
Pay as you grow

PARTNER PROGRAM: A TRANSFORMATION



Showcase

Unique capabilities
Value add



Simplify

Ease of business
Support business evolution



Specializations

Focused communities
Exclusive Content & Support



More Rewarding

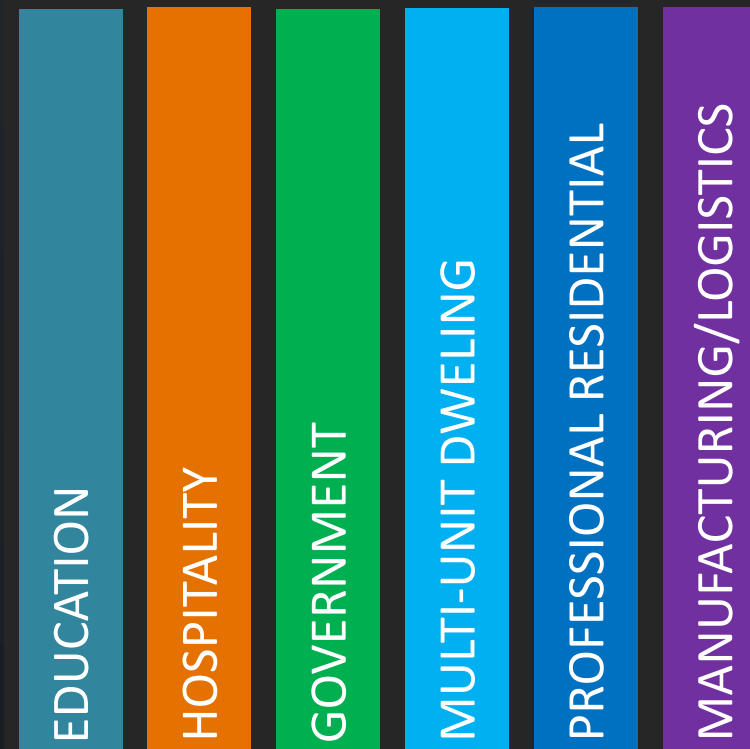
Increased Rebates
RUCKUS Rewards
MDF

INSIDE TRACK TO SUCCESS...

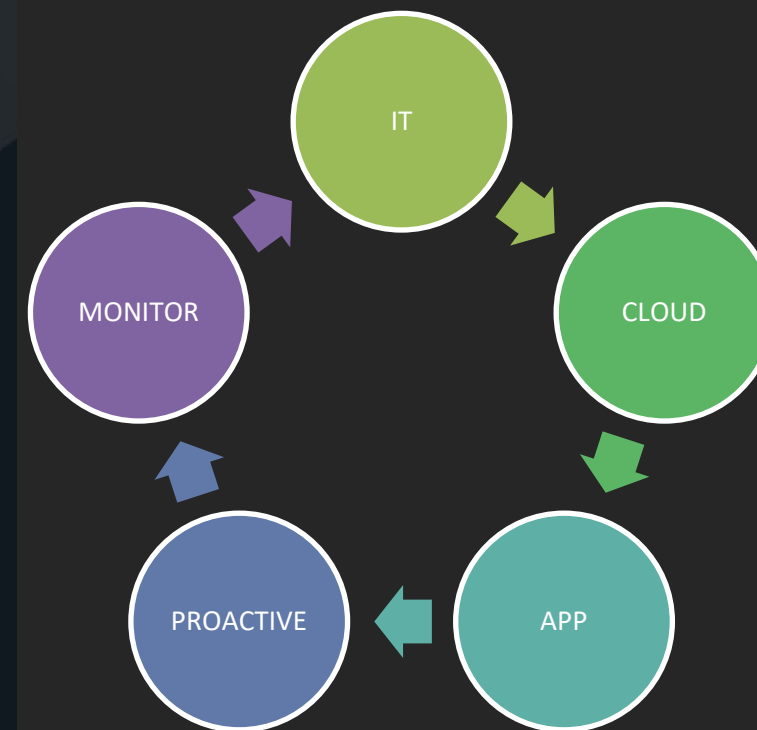
Focus on Elite
Level Compliance



Defined Vertical
GTM Proposition



Managed Services
Capabilities



Extend Portfolio
engagement



Engage your Account Manager or EMEA
Channel Team for any specific guidance

LAUNCH TIMELINE

Previews

June – August 2024



Channel wide launch

September 2024



Extensive Launch
Program of awareness,
training, transition and
execution planning

Delivering a rewarding
Partnership framework
to drive your success
and profitability.



Implementation date

October 1st, 2024



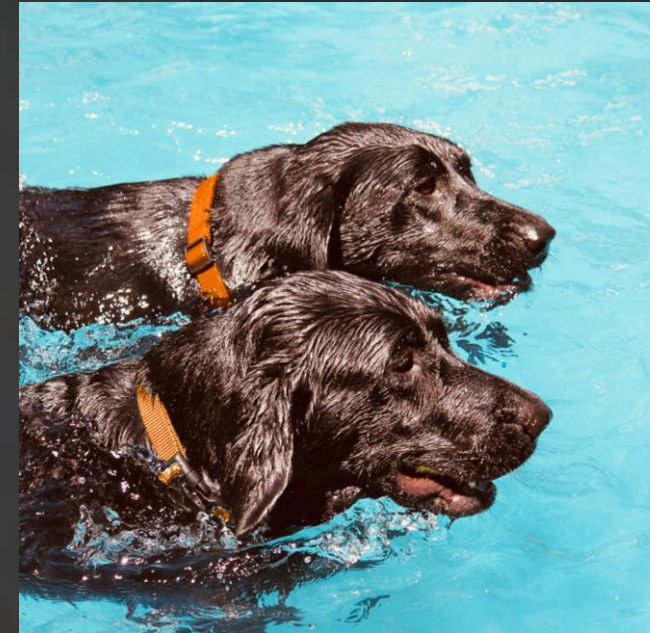
End of Transition period

December 31st, 2024

SUMMARY

Purpose-driven to support your growth now and into the future

Engagement



Enablement



Program



THANK YOU



Empowering Your Marketing Efforts with RUCKUS

EARL MURTAGH-NAUGHTON
HEAD OF MARKETING EMEA

.....

Good News

You already have access to marketing tools you can use **NOW** to generate leads effectively!



2024 EMEA Channel Marketing

MARKETING CENTRE

Visit our dedicated Marketing page for our EMEA Partners.

DIGITAL THEMES

Enhance engagement with seasonal digital themes to support RUCKUS initiatives.

RUCKSACKS

Select and customize marketing campaign materials to promote RUCKUS solutions

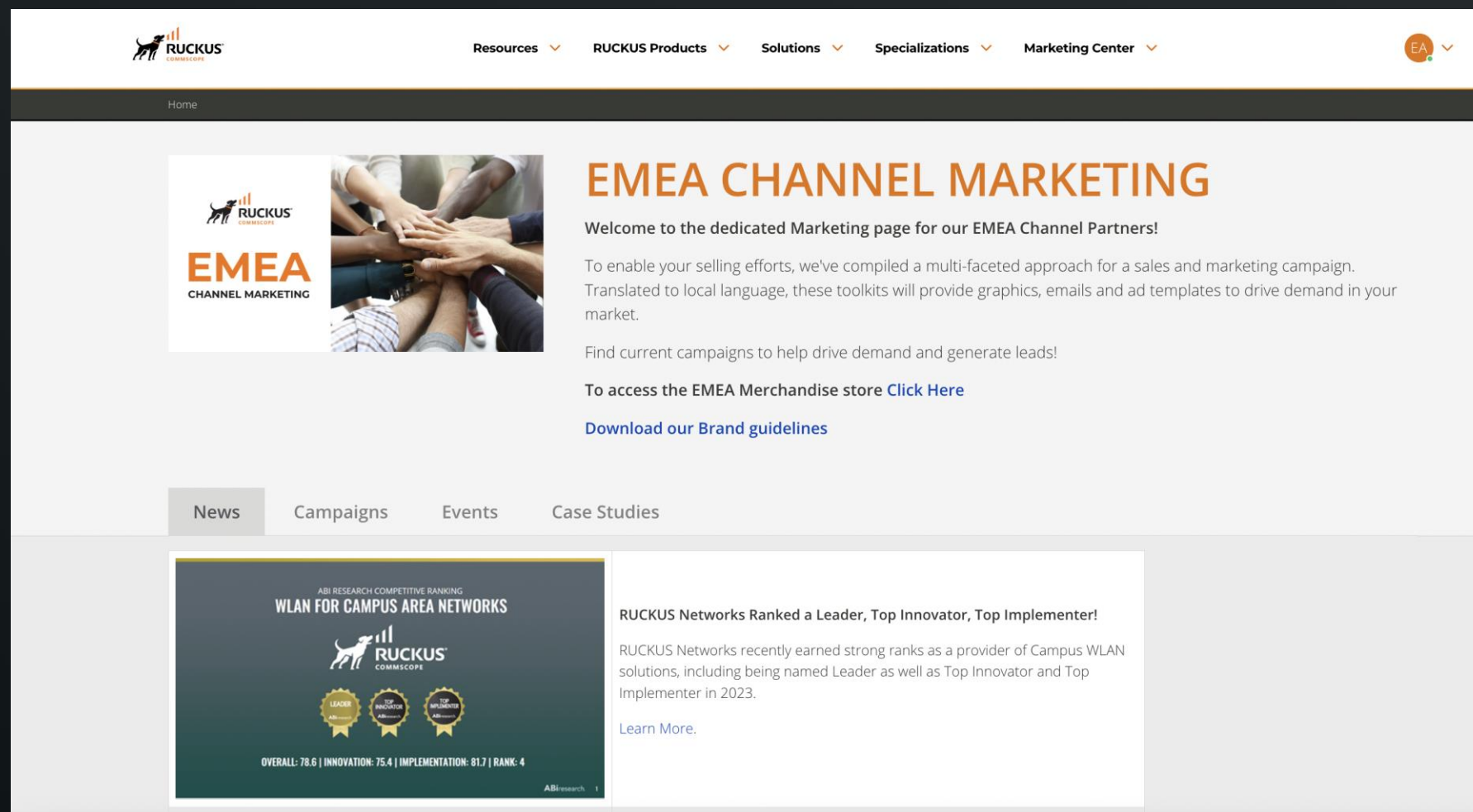
MDF

Empowers partners to drive demand and enhance brand visibility.



EMEA Marketing Centre

Welcome to the dedicated Marketing page for our EMEA Channel Partners!



The screenshot shows the RUCKUS EMEA Channel Marketing page. The header includes the RUCKUS logo and navigation links: Resources, RUCKUS Products, Solutions, Specializations, and Marketing Center. The main content area features a large orange header for "EMEA CHANNEL MARKETING" with a welcome message and links to current campaigns, the EMEA Merchandise store, and brand guidelines. Below this is a section for "News" with a tabbed interface for News, Campaigns, Events, and Case Studies. The "News" tab is active, displaying a graphic for "ABI RESEARCH COMPETITIVE RANKING WLAN FOR CAMPUS AREA NETWORKS" and a text block announcing RUCKUS Networks' ranking as a Leader, Top Innovator, and Top Implementer in 2023.

EMEA CHANNEL MARKETING

Welcome to the dedicated Marketing page for our EMEA Channel Partners!

To enable your selling efforts, we've compiled a multi-faceted approach for a sales and marketing campaign. Translated to local language, these toolkits will provide graphics, emails and ad templates to drive demand in your market.

Find current campaigns to help drive demand and generate leads!

To access the EMEA Merchandise store [Click Here](#)

[Download our Brand guidelines](#)

News Campaigns Events Case Studies

**ABI RESEARCH COMPETITIVE RANKING
WLAN FOR CAMPUS AREA NETWORKS**

RUCKUS
COMMSCOPE

LEADER
TOP INNOVATOR
TOP IMPLEMENTER

OVERALL: 78.6 | INNOVATION: 75.4 | IMPLEMENTATION: 81.7 | RANK: 4

RUCKUS Networks Ranked a Leader, Top Innovator, Top Implementer!

RUCKUS Networks recently earned strong ranks as a provider of Campus WLAN solutions, including being named Leader as well as Top Innovator and Top Implementer in 2023.

[Learn More.](#)



The graphic features the RUCKUS logo and the text "EMEA CHANNEL MARKETING" in large orange letters. To the right is a photograph of a diverse group of people's hands stacked together in a circle, symbolizing teamwork and collaboration.

RUCKUS
COMMSCOPE

EMEA
CHANNEL MARKETING

Providing resources and tools to help partners effectively market RUCKUS solutions.

Global Digital Themes Campaign

Enhancing digital engagement and brand visibility.

Supporting RUCKUS initiatives and product launches.

Available on the Partner Portal.

Digital Campaign Playbooks
Now Available!

Download Assets 



“Spring into Action” Playbook



Digital themes campaign summary

March-May 2024

Global Marketing

Campaign summary

Objectives: Create seasonal digital theme to support RUCKUS initiatives and product launch and build targeted product launches.

Target audience: RUCKUS wireless, partner and customers.

Application:

- Social media advertising
- Email campaign marketing
- Digital advertising
- Webpage banners

With the launch of new Wi-Fi 6E standards, there's a good time to encourage your customers to spring into action. It's especially if they've not yet upgraded to Wi-Fi 6E.

The new Wi-Fi 6E standard offers 1200 MHz of additional spectrum, allowing for faster speeds, lower latency, and improved performance. This is a significant upgrade for businesses looking to improve their network performance and support their growing needs. The new standard also offers improved security and privacy, which is a key concern for businesses. The new standard also offers improved performance, which is a key concern for businesses. The new standard also offers improved performance, which is a key concern for businesses.

Asset overview

• CRM banner and content

• Social media

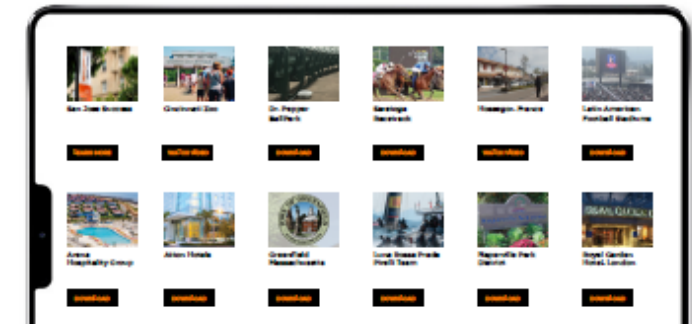
• Digital ad media

Example of assets



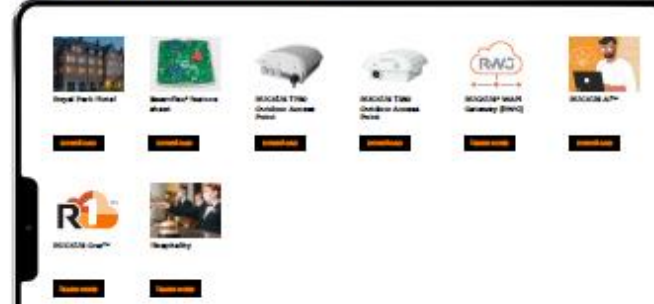
Asset overview

Please refer to the image below to see what is being shared. Please refer to the image below to see what is being shared.



Asset overview continued

Please refer to the image below to see what is being shared. Please refer to the image below to see what is being shared.



Email #1: All customers

Expand your Wi-Fi to the great outdoors

Email from: Ruckus

Email subject: Expand your Wi-Fi to the great outdoors

Email body: [Content of the email]

Email #1a: Hospitality focus

Expand your hospitality Wi-Fi to the great outdoors

Email from: Ruckus

Email subject: Expand your hospitality Wi-Fi to the great outdoors

Email body: [Content of the email]

Email #2: All customers

Spring clean your enterprise network

Email from: Ruckus

Email subject: Spring clean your enterprise network

Email body: [Content of the email]

Email #2a: Education focus

Spring clean your enterprise network

Email from: Ruckus

Email subject: Spring clean your enterprise network

Email body: [Content of the email]

Social media #1:

X (formerly known as Twitter)

Post 1: [Content of the post]

Post 2: [Content of the post]

Social media #2:

LinkedIn

Post 1: [Content of the post]

Post 2: [Content of the post]

Home Page Banner



Asset download

Creative 1



Asset download

Creative 1 continued



Asset download

Creative 2



Asset download

Creative 2 continued



RUCKSACKS

Designed to help partners quickly and effectively launch marketing campaigns.

News

Campaigns

Events

Case Studies



Esports
Campaign in-a-box

Attain Esports Supremacy with RUCKUS Networks



RUCKUS HSP:

NEW campaign in-a-box!

5 reasons hoteliers should choose RUCKUS solutions





Considering esports?

Our state-of-the-art networking solutions will offer the next generation of elite gamers seamless connectivity, ensuring an unparalleled gaming experience. With RUCKUS' advanced technologies, including RUCKUS AI and RUCKUS One, we're committed to delivering purpose-driven networking that puts the needs of gamers at the forefront. Join us as we power the future of Esports.

Get Started

5 reasons hoteliers should choose RUCKUS solutions!

RUCKUS® Networks has always been dedicated to providing the hospitality industry with seamless connectivity, IoT integration, robust security, and effective loss prevention, with the primary goal to enhance guest experiences through superior speeds, capacity, and minimal interference.

Get Started



5 Reasons
to choose AI-driven networks in hospitality

A comprehensive guide for next-generation solutions





RUCKUS ONE
HOSPITALITY EDITION **R1™**





Considering Esports?
Best Practice Guide





RUCKUS Networks' Wi-Fi 7 Technology set to transform esports in education.

Download now





Transform Education with 2024's Networking trends



Available themes : HSP, EDU, Esports, MDU, MWL

Key Benefits:

- ✓ Financial Support for Marketing Initiatives
- ✓ Enhanced Brand Visibility
- ✓ Accelerated Sales Cycles
- ✓ Customised Marketing Strategies
- ✓ Strengthened Partner Relationships



Esports

2024 is a landmark year for esports in the UK

**\$1.6
billion**

**Global Market Size
2024**

6%

**UK Share of Global
Market 2024**

**\$9.3
billion**

**Projected Global
Market Size by 2030**

UK is the largest community for student esports players across EMEA

Esports

Preferred Networking Provider of the British Esports Federation



RUCKUS Networks' Wi-Fi 7 Technology set to transform esports in education.

As esports popularity grows, the need for reliable, high-performance network infrastructure is crucial. Wi-Fi 7 is set to revolutionise this landscape with its numerous benefits.

It offers unparalleled speeds, up to 4.7 times faster than previous generations, ensuring seamless gameplay and live streaming. Its reduced latency creates faster response times, which is a critical factor in esports. Wi-Fi 7 also offers enhanced reliability for stable connections in crowded esports arena. Its advanced security safeguards esports event from cyber threats. Plus, it supports a larger number of simultaneous users, devices, and applications, perfect for high-density esports venues.

RUCKUS, a leader in Purpose-Driven Networking, is pioneering in delivering Wi-Fi 7 enterprise-class solutions. We provide detailed metrics about network and Wi-Fi performance, allowing esports venues to stay competitive as the industry grows. With RUCKUS's advanced technologies, esports venues can offer a top-notch, immersive esports experience.

[Read more](#)

Partnering to advance esports in education and beyond

THANK YOU

EARL MURTAGH-NAUGHTON
HEAD OF MARKETING EMEA

RUCKUS UK Partner Day 2024

In The Firing Line



THANK YOU

It's a wrap
