



THE UNLEASHED OPPORTUNITY | *HIGH PERFORMANCE, SIMPLIFIED*

PURPOSE BUILT NETWORKING FOR SMB ORGANIZATIONS

SIMPLICITY AS A COMPETITIVE ADVANTAGE



SIMPLICITY IS COMPLEXITY RESOLVED

— *Constantin Brancusi* —

❖ **Small & Medium Businesses want ...**

- to focus on their business, not the network
- reliable outcomes, not infrastructure complexity
- to reduce their operational expenses, to invest in the business

❖ **Partners need...**

- reliable and feature rich technology
- faster, more profitable deployments
- to optimize deal speed and maximize customer relationships



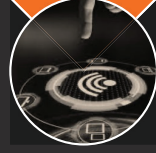
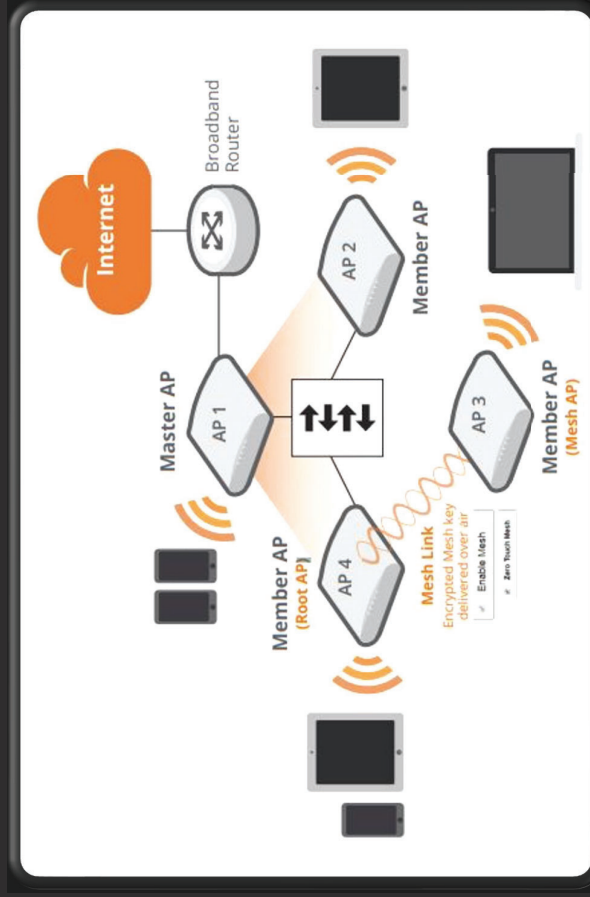
The Unleashed Opportunity



- 1 Understanding the Solution
- 2 Identifying the Right Fit
- 3 Positioning the Value



UNLEASHED ARCHITECTURE



Controllerless architecture



Mobile + web management



Built-in resiliency



Integrated wired + wireless visibility

SIMPLICITY THAT DOESN'T SACRIFICE CAPABILITY



Unleashed

- Embedded "Master" functionality
- Web & Mobile Management
- Fixed Cost



Traditional

- APs
- Controller
- Licenses
- Added Infrastructure

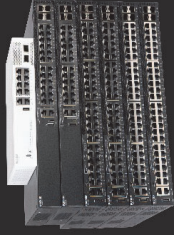


Capability	Customer Value
BeamFlex+	Better Wi-Fi in difficult environments without adding more AP's
ChannelFly	Automatically avoids interferences and congestion
SmartMesh	Faster Deployment with fewer cabling constraints
Built-in Resiliency	No controller outage risk
Unified Management	Single pane of glass for SMB Wired & Wireless
Rapid A/V Optimization	Pre-built profiles simplify deployment for modern professional A/V environments.
Intelligent A/V Device Onboarding	Automatically detects and optimizes connected A/V infrastructure.
Simplified Secure Access	Provides secure users & device segmented access through DPSK3

WITH HIGH PERFORMANCE PRODUCTS



RUCKUS ICX Ethernet Switches



ICX 8100

ICX 8200

- ✓ Multigigabit Power Over Ethernet
- ✓ Professional A/V
- ✓ Ethernet Data
- ✓ Fiber Data

RUCKUS Access Point Portfolio

Outdoor



T Series

Indoor



R Series

Specialty



H Series

Dual-Band & Tri-Band

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THE IDEAL FIT PROFILE



ORGANIZATIONAL FIT



- ✓ 10-200 Employees
- ✓ Limited IT Staff
- ✓ 5-50 APs
- ✓ 1-2 Switches
- ✓ Single Site , Multi-site SMB
- ✓ Cost Conscious
- ✓ Experience / Performance Sensitive

OPERATIONAL FIT



- ✓ Fast Deployment
- ✓ Low Complexity
- ✓ Minimal Infrastructure
- ✓ No Recurring Licensings

TECHNICAL FIT



- ✓ Strong RF Requirements
- ✓ Dense Client Environments
- ✓ Guest Access Requirements
- ✓ Basic Segmentation / Security
- ✓ WAN Outage Possible

UNLEASHED SWEET SPOT

VERTICAL ALIGNMENT



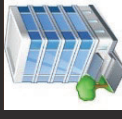
PROF'L AUDIO VISUAL

Connectivity

- A/V Hardware – Multi-Vendor
- BYOD Support
- Guest Wi-Fi
- Real-Time & High BW
- High Performance – Wired
- High Performance - Wireless
- Integrated A/V Management
- Auto A/V Discovery & Setup

Impact

Reliable & High Performance A/V connectivity without overhead.



HOSPITALITY

Connectivity

- Guest Wi-Fi
- IoT
- POS
- Difficult Environmental
- Experience & Performance
- Monetization & Security via Captive Portals
- Resiliency

Impact

Premium guest connectivity without operational complexity.



EDUCATION

Connectivity

- BYOD Support
- Student & Staff Density
- Multiple Buildings
- High Concurrency
- Guest Wi-Fi
- Reliable RF
- Easy Expansion
- Limited IT Staff Requirements

Impact

Reliable digital learning connectivity w/o adding operational complexity.



HEALTHCARE OFFICES

Connectivity

- Staff Workflows
- Patient Wi-Fi
- Medical devices & equipment
- Strong interference handling & coverage reliability
- Simplified secure segmentation
- Limited Onsite IT
- Minimal Operational Burden
- Resiliency

Impact

Reliable connectivity designed for simplicity and operational continuity

WHEN CUSTOMER NEEDS EVOLVE **BEYOND UNLEASHED**



- ❑ **CLOUD OPERATIONS**
- ❑ **LARGE CENTRALIZED / DISTRIBUTED CONTROL**
- ❑ **ADVANCED AI/AI Operations**
- ❑ **HEAVY POLICY & WORKFLOW ORCHESTRATION**
- ❑ **ADVANCED ANALYTICS**
- ❑ **TUNNELING ARCHITECTURES**
- ❑ **MULTI TENANCY**



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THE *CUSTOMER* BUSINESS VALUE



TECHNICAL ADVANTAGE

HIGH PERFORMANCE W/O DEEP ENGINEERING INVESTMENT

- Better Reliability
- Better Performance in difficult environments
- Better Experience with fewer APs

LEAN IT OPERATIONS

SIMPLICITY THAT REDUCES OPERATIONAL BURDEN

- Mobile Management | Fast Setup
- Unified AP/Switch Visibility
- Simplified Troubleshooting
- Automatic Failover

COMMERCIAL SIMPLICITY

SIMPLIFIED BUYING. PREDICTABLE COSTS

- No controller appliance
- No mandatory subscriptions
- No AP licenses
- Faster approvals

HOW *PARTNERS* MAKE MORE MONEY



UNLEASHED PROTECTS & DRIVES MARGIN.

- Simplified BOM
- Faster deployment
- Less pre-sales effort
- More services attach
- Lower pre-sales & post-sale support overhead
- Optimized financial operations
- Switch attach opportunity



SELLING BEST PRACTICES

DON'T SAY	SAY & THINK
CHEAPER	Reduces unnecessary infrastructure & operational complexity
NO SUBSCRIPTION	Flexible commercial models that partners control.
GOOD FOR SMB	Enterprise-grade Wi-Fi & Switching optimized for lean IT environments

GROWTH FOR THE CUSTOMER & THE PARTNER



INVESTMENT & OPERATIONAL PROTECTION

- ❖ SAME ACCESS POINT INVESTMENT
- ❖ SAME TECHNICAL DESIGN
- ❖ SAME SWITCH INVESTMENT
- ❖ SAME TECHNICAL CAPABILITIES
- ❖ MIGRATE ALL OR SOME AS YOU NEED

LAND SIMPLE. EXPAND STRATEGICALLY.

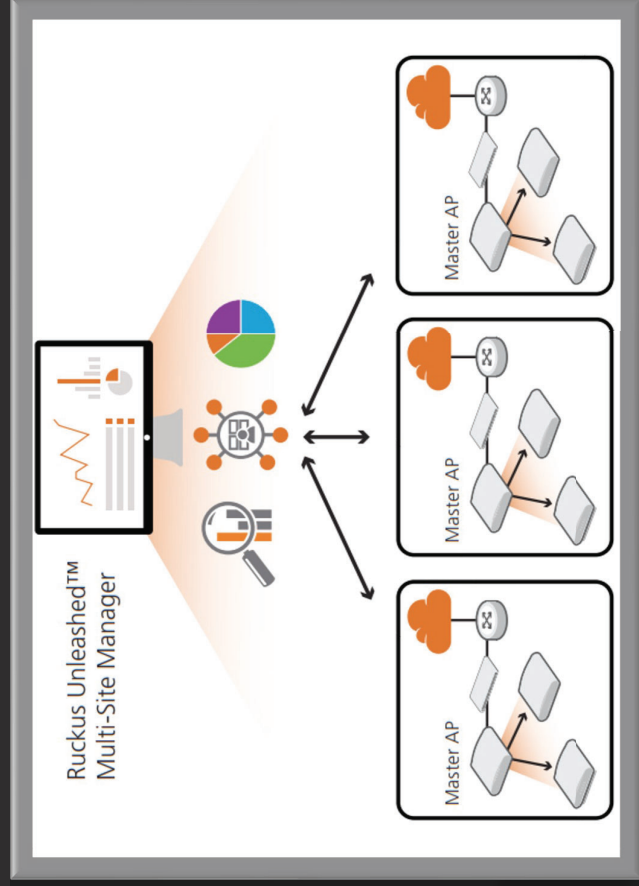
- Multi-site expansion
- Additional services
- Managed Wi-Fi
- Migration opportunities
- Switch attach
- Future cloud adoption



WHY SIMPLICITY WORKS BETTER WITH RUCKUS



Simplicity only works when the underlying technology is strong.



- ✓ BeamFlex+
- ✓ ChannelFly
- ✓ RF heritage
- ✓ Difficult environments
- ✓ High-density reliability
- ✓ Real-world performance consistency

