

ZoneFlex™

Smart Wireless LAN Systems



Ruckus Wireless is a new type of company focused on making Wi-Fi more reliable. The company markets and manufactures a complete range of indoor and outdoor, advanced ("Smart Wi-Fi") and adaptive wireless systems designed for the most stringent environments and applications. Our singular focus is transforming Wi-Fi from a technology of convenience into a reliable and ubiquitous utility.

ABOUT RUCKUS WIRELESS










- Based in Sunnyvale, California
- Formed in 2004
- \$51 million of venture capital raised from Sequoia Capital, Sutter Hill, Telus, Motorola, T-Ventures
- 300+ employees
- Over two million Ruckus Smart Wi-Fi systems shipped worldwide to date
- Over 30 patents in the area of adaptive RF signal path selection, adaptive antenna technology, beamsteering, meshing and quality of service

COMPETITIVE COMPARISONS

CAPABILITY	Aruba	Cisco	HP	Ruckus
Extended range and coverage				√
Interference mitigation and avoidance				√
Multiple wireless networks on same access point	√	√	√	√
Advanced Quality of Service (QoS)				√
Dynamic Pre-Shared Keys (no-touch client security)				√
802.1X support	√	√	√	√
Flawless transmission of concurrent voice, video & data				√
Automatic RF path selection and adaptation				√
High gain directionality				√
Guest access	√	√	√	√
Wireless meshing	limited	limited	limited	√
5-minute complete wireless LAN configuration				√
Number of dual-band 802.11n APs per 100,000 square feet	40	40	40	25
Price per 100,000 square feet (802.11n based on MSRP)	\$28K	\$32K	\$23K	\$14K

KEY BENEFITS

- **World's most reliable / best performing Wi-Fi**
 - Three to four times the range and reliability
 - Each AP integrates high-gain, directional smart antenna array for consistent performance at range and automatic interference rejection for more reliable Wi-Fi connections
 - Unmatched support for IP-based streaming video and voice
- **Unprecedented simplicity**
 - Configures in minutes, pluggable, meshable and self-forming
 - Eliminates configuration complexity and cumbersome WLAN deployment issue
 - Simple and robust security
 - Automatic RF management
 - Flexible deployment options (distributed forwarding, centralized, decentralized or cloud-based WLAN management)
- **Most comprehensive Wi-Fi portfolio**
 - Indoor and outdoor high-gain APs, customer premise equipment, long-range point-to-point/multipoint bridges, WLAN controllers, PoE switches and remote Wi-Fi system management software
- **Dramatically lower CAPEX/OPEX**
 - Smart Mesh networking eliminates the need to cable every AP
 - Fewer (40 to 50 percent) APs required
 - Adaptive Wi-Fi coverage, deploy once, never survey site again

Product	Image	Description	Price
ZoneFlex 7962		Two-port, dual-band, 802.11n wall/ceiling mounted dual-polarized Smart Wi-Fi AP with PoE (802.3af) support	\$999
ZoneFlex 7300 series		Three-port, single- and dual-band and a one-port, single-band 802.11n Smart Wi-Fi AP with PoE (802.3af) support	Starting at \$399
ZoneFlex 2942		Two-port 802.11g wall/ceiling mounted, dual-polarized Smart Wi-Fi AP with PoE (802.3af) support	\$399
ZoneFlex 7025		802.11n (2.4 GHz) Wired/Wireless Wall Switch	\$249
ZoneFlex 7762/7762-S		One port, dual-band 802.11n Smart Wi-Fi outdoor AP with integrated dual polarized or sectorized smart antenna array	\$1,999
ZoneFlex 2741		One port 802.11g Smart Wi-Fi outdoor AP	\$899
ZoneFlex 7731		Long-range, point-to-point/multipoint 802.11n (5GHz) bridges	\$2,398/pair
ZoneDirector 1100 and 3000		Central WLAN controller supporting 6–500 Ruckus ZoneFlex APs	Starting at \$1,200
FlexMaster System		Remote Wi-Fi Device Management and Managed Service Platform	Starts at \$1,000

BUSINESS CASE EXAMPLE (based on actual customer data*)

Actual Deployment Eight Floor Hotel, 181 rooms, 100,000 square feet*	Ruckus ZoneFlex Smart WLAN	Conventional Enterprise WLAN System**
Total number of access points (including lobby and conference areas)	19	30
Number of root access points/floor (alternate floors)	2 per floor	5.5 per floor
Number of meshed access points per floor (alternate floors)	1 per floor	0
Number of wireless controllers	1	1
Total controller cost	\$3,500	\$5,000
Average 802.11n dual-band access point cost (Ruckus 7363/Cisco Aironet 1042)	\$599	\$795
Total access point cost (without support)	\$11,381	\$23,850
Rooms coverage per access point	12	6
Existing Cat5 cable drops	11	11
Additional Cat5 cable drops	0	19
Total cabling costs (\$250 per drop)	\$0	\$4,750
PoE switching required (\$55 per port)	\$0	\$1,045
Staging, configuration & installation costs	\$4,750 (\$250/AP)	\$15,000 (\$500/AP)
Average configuration time	90 minutes	5 hours
Average installation time (full coverage)	5 hours	1.5 business days
Cut over time (network outage)	35 minutes	4 hours
New equipment (wireless and switching)	\$5,700	\$19,045
TOTAL INSTALLATION, CABLING AND LABOR COSTS	\$4,750	\$19,750
TOTAL COST OF OWNERSHIP***	\$21,831	\$68,690

* based on actual deployment at Courtyard Marriott in Atlanta, Georgia

** based on published MSRP for Cisco Systems wireless equipment

*** includes access points, controller and PoE switches

Ruckus Wireless, Inc.

880 West Maude Avenue, Suite 101, Sunnyvale, CA 94085 USA

(650) 265-4200 Ph \ (408) 738-2065 Fx

