



Value Proposition

Ruckus Unleashed

VALUE PROPOSITION

This document provides an overview of the Ruckus Unleashed value proposition and includes key features, benefits, and target audience overview

Ruckus Unleashed enables small and medium businesses to easily deliver a great WiFi experience at an affordable price point. Small and medium businesses can take advantage of a controllerless WLAN network that can be deployed in minutes. Now is the time to deliver an optimal wireless experience with high performance and resiliency that meets growing business needs.

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KEY FEATURES

Features	Benefits
Controller-less Deployment	No controller needed. Any access point can be primary, standby or member access point. Client devices can be connected to any access point, without limit to the performance of the master access point
Ease of Use (Ease of Deployment)	Easy to deploy and manage. User logs into UI, selects a master access point, and then deploys the network. Do not need to purchase licenses with Unleashed
Resiliency	If primary access point goes down then another access point becomes the master access point
Guest features	Enhance the user experience with: Guest WLAN access, captive portal, Guest Pass, Custom Logo and HotSpot service for WISPr.
RF Management	Reliable WiFi network via client load balancing, background scanning, auto-channel selection, band balancing
BeamFlex+	Adaptive Antenna Technology that maximizes signal coverage, throughput, and network capacity
ChannelFly	Predictive capacity management for RF channel selection. Select proper channel to maximize throughput in real-time

UNLEASH THE BENEFITS

Simple Deployment	Higher Performance WiFi	Investment That Lasts
Simplify the deployment and operation of your WLAN network	Deliver an optimal wireless experience for your customers	Reduce your total cost of ownership and increase your ROI
<ul style="list-style-type: none"> Configure your WLAN in minutes No need to deal with the complexities of setting up a controller 	<ul style="list-style-type: none"> Provide a reliable and resilient network with standby access point functionality Leverages Ruckus technologies, such as BeamFlex+ ChannelFly and PD-MRC 	<ul style="list-style-type: none"> Deploy fewer access points for better coverage No access point licenses or controller costs Migrate to ZoneDirector or SmartZone Platform to meet growing business needs

TARGET MARKET

Single Site deployments that require no more than 25 access points and/or up to 500 clients that are:

- Challenged with cost constraints in deploying and maintaining a complex WLAN infrastructure
- Limited IT staff to troubleshoot or manage legacy hardware systems
- Often forced to purchase a low performance WLAN network by lack of in-house IT expertise and are reluctant to invest in a complex and expensive high-end WiFi infrastructure

Retail	Single site deployments for C-stores and QSRs
Hospitality	Single site hotels with 150 rooms or less. No hotel chains
Warehousing	Require 25 or less access points and less than 500 clients
Other Industries	Any Wi-Fi deployment for fewer than 500 devices, examples of deployment scenarios include: private owned gyms, independent insurance companies, real estate offices, and start-up offices.

Ruckus Unleashed is **NOT SUITABLE** for branch office deployments such as school districts or high-density venues that need to support over 500 clients and require centralized management.

RUCKUS PRODUCT LINE POSITIONING

Ruckus Unleashed is geared towards small and medium businesses who are looking for high network functionality that is low-cost and is easy to deploy.

With Xclaim, customers will not be able to take advantage of a comprehensive UI, BeamFlex+, ChannelFly, or guest features to enhance the user experience. Additionally, the ZoneDirector platform requires a controller which increase deployment and maintenance costs.

Segment	Platform	Appliance Type	Management
SMB	Xclaim	N/A	Cloud
SMB	Unleashed	N/A	On-premise controller-less
SMB	ZoneDirector	Physical	On-premise controller-based
Mid-Size	SmartZone 100	Physical	On-premise controller-based
Mid-Size	Virtual SmartZone	Virtual	On-premise public cloud controller-based
Large	Virtual SmartZone High Density	Virtual	On-premise public cloud controller-based
Large	SmartCell Gateway (SCG 200)	Virtual	On-premise public cloud controller-based