# 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

## 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*

## 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 MSRPs) | $28K | $32K | $23K | $14K |

Ruckus™
WIRELESS

| 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<br>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**

## ruckus™ WIRELESS

**www.ruckuswireless.com**