

# 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



Product	Image	Description
ZoneFlex 7962		Two-port, dual-band, 802.11n wall/ceiling mounted dual-polarized Smart Wi-Fi AP with PoE (802.3af) support
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
ZoneFlex 2942		Two-port 802.11g wall/ceiling mounted, dual-polarized Smart Wi-Fi AP with PoE (802.3af) support
ZoneFlex 7025		802.11n (2.4 GHz) Wired/Wireless Wall Switch
ZoneFlex 7762/7762-S		One port, dual-band 802.11n Smart Wi-Fi outdoor AP with integrated dual polarized or sectorized smart antenna array
ZoneFlex 2741		One port 802.11g Smart Wi-Fi outdoor AP
ZoneFlex 7731		Long-range, point-to-point/multipoint 802.11n (5GHz) bridges
ZoneDirector 1100 and 3000		Central WLAN controller supporting 6–500 Ruckus ZoneFlex APs
FlexMaster System		Remote Wi-Fi Device Management and Managed Service Platform

## BUSINESS CASE EXAMPLE (based on actual customer data\*)

Actual Deployment Eight Floor Hotel, 181 rooms, 9300 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
<b>TOTAL INSTALLATION, CABLING AND LABOR COSTS</b>	<b>\$4,750</b>	<b>\$19,750</b>
<b>TOTAL COST OF OWNERSHIP***</b>	<b>\$21,831</b>	<b>\$68,690</b>

\* 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



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