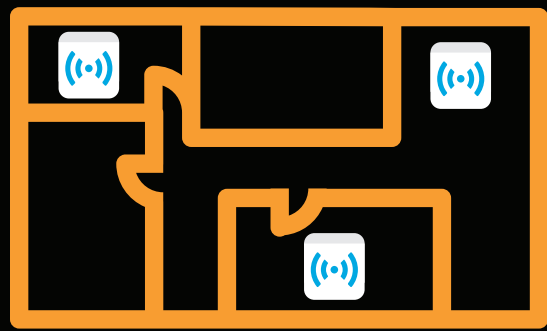


Ruckus **UNLEASHED** means unlimited Wi-Fi designed for small businesses, not IT geeks.



Untethered mesh APs can be placed anywhere, allowing adds, moves and changes at the user's convenience.



Uncomplicated network setup anyone can do in under 5 minutes. Only setup one master AP and it configures all the rest for you.



Uncompromised features, range, performance and stability powered by Ruckus BeamFlex and ChannelFly



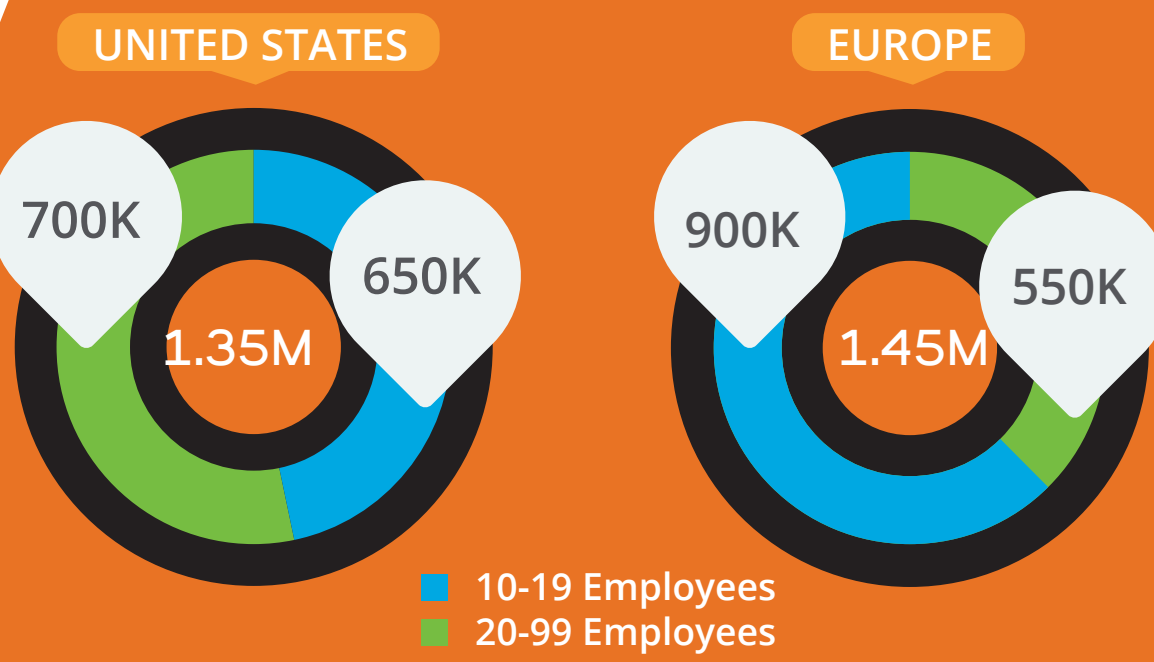
Unrestricted management from any mobile device - Not tied to a desktop or console makes it easy to use and understand.

10+ APs - ENTERPRISE

SMALL BUSINESS
3-10 APs (10-99 users)

1-2 APs - MOM AND POP

BUSINESSES BY SIZE



Ruckus Unleashed lets you tap into historically underserved small businesses

ENTERPRISE
TOO EXPENSIVE

CONSUMER
MISSING FEATURES



I need an affordable Wi-Fi network that is easy enough to deploy and manage myself

SMALL BUSINESS

MARKET SIZE ~ 1B

"Low Touch, and Under-served with uncompelling product offerings"

TARGET ESTABLISHMENTS

- Owner-occupied commercial buildings
- Tenants in high-rise office buildings
- Tenants in business-parks

Coverage Area
- 5K SqFt / 3-5 APs



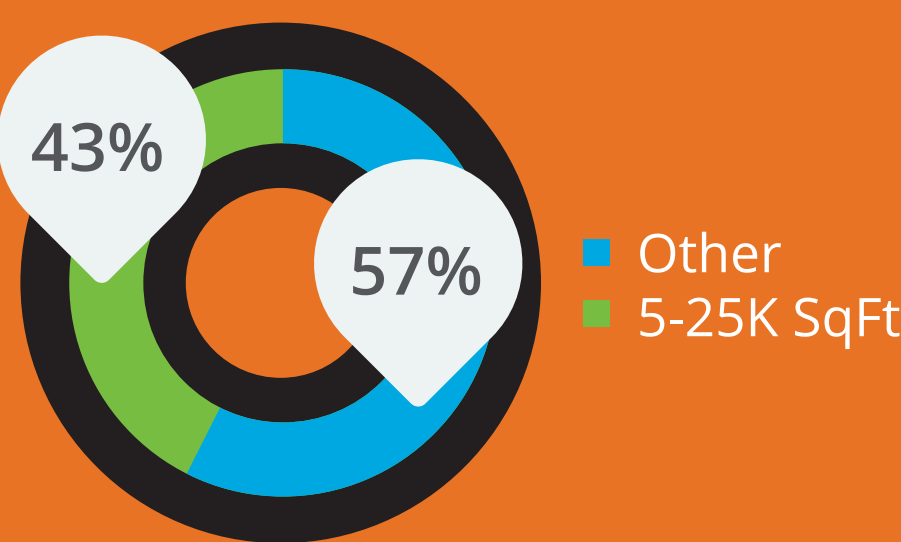
Law Firms, Doctors, Dentists, Accounting, Insurance, Real Estate, Automotive.

10 - 100 people in a Single Location
5,000 - 25,000 SqFt with no formal IT staff

Coverage Area
- 10-25K SqFt / 5-10 APs

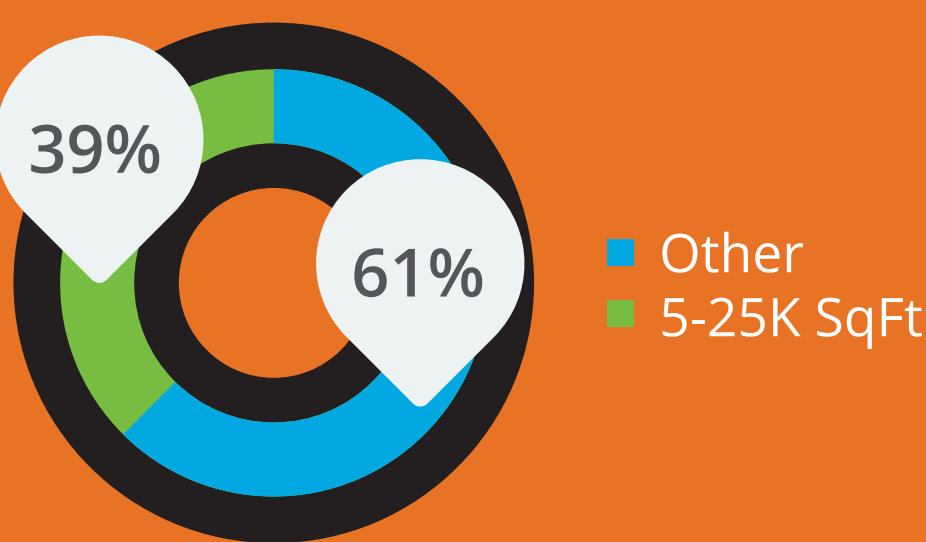
ESTABLISHMENTS THAT EXIST BY AREA (IN SQFT)

NORTH AMERICA



N. America Office building avg size ~15,000 SqFt

EUROPE



European Office building avg size ~5,000 SqFt

UNLEASHED VS OTHERS

	CONFIGURATION	PERFORMANCE	MANAGEMENT	TCO/ROI	SUPPORT
UNLEASHED	✓	✓	✓	✓	✓
AEROHIVE	✓			✓	✓
UBIQUITI	✓		✓	✓	
MERAKI	✓		✓		✓

EASY TO SELL, BEST ROI FOR CUSTOMER

	5 ACCESS POINTS	WLAN CONTROLLER	TOTAL	ANNUAL COSTS	5 YEAR TCO
UNLEASHED	\$2,000*	NO COST	\$2,000*	NO COST	\$2,000
CLOUD	\$2,000*	NO COST	\$2,000*	\$250*	\$3,250
CONTROLLER	\$2,000*	\$1,200*	\$3,200	NO COST	\$3,200

*Typical costs

EASY TO MAKE MONEY

- HIGHER MARGIN**
10-15% greater margin than Cisco
- UNTAPPED MARKET**

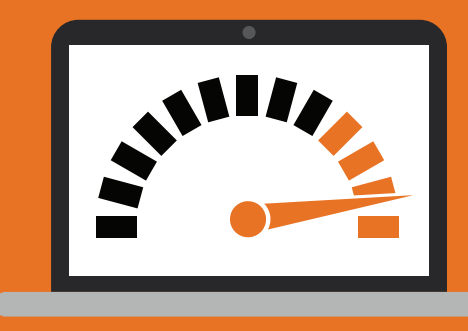
PERFECT FIT FOR SMALL BUSINESS WITH NO IT



DEPLOY IN 5 MINS



MANAGE FROM YOUR PHONE



RUCKUS GRADE PERFORMANCE

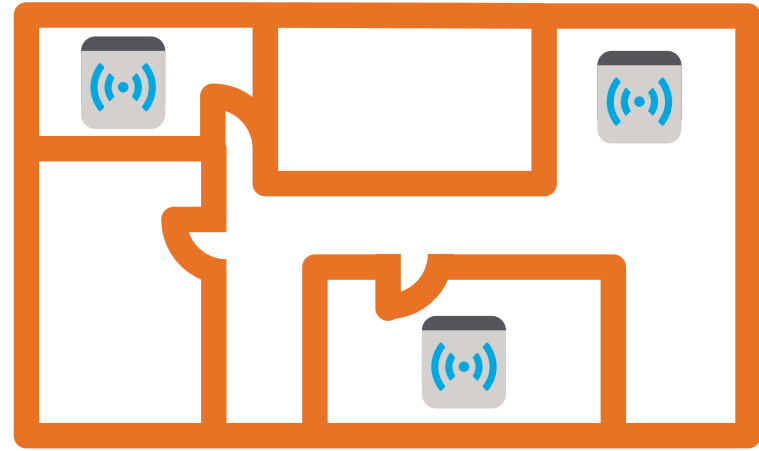


WITHIN BUDGET

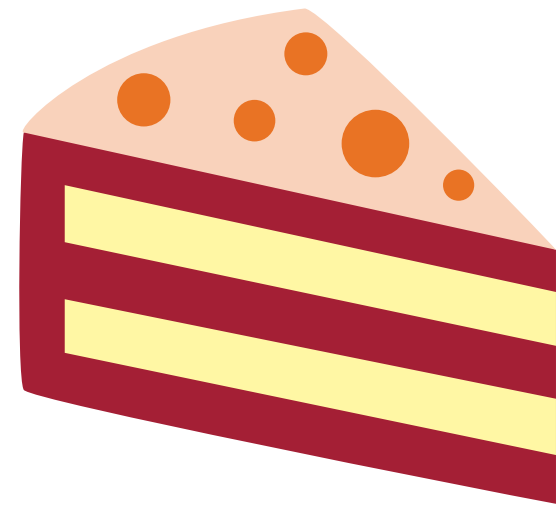


RUCKUS UNLEASHED

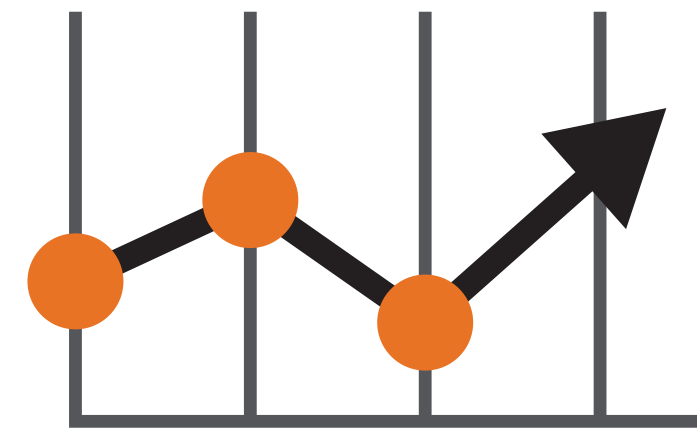
Ruckus **UNLEASHED** means unlimited Wi-Fi designed for small businesses, not IT geeks.



UN**TETHERED**



UN**COMPLICATED**



UN**COMPROMISED**



UN**RESTRICTED**

YOU NEED ENTERPRISE FEATURES

	WIRELESS MESH	SEAMLESS ROAMING	ADVANCED SECURITY	EASY TO INSTALL	SPEED	GUEST ACCESS	AFFORDABLE	MANAGEMENT/ANALYTICS
SMALL BUSINESS WI-FI	✓	✓	✓	✓	✓	✓	✓	✓
ENTERPRISE WI-FI	✓	✓	✓		✓	✓		✓
CONSUMER WI-FI	✓			✓			✓	*

* EMERGING NEED

SMALL BUSINESS CAUGHT IN THE MIDDLE

ENTERPRISE

\$\$\$\$\$

Too complex,
too pricey



CONSUMER

ⓧⓧⓧⓧⓧ

Missing too
many features

ALL BUSINESS

Small businesses have been
underserved by Wi-Fi vendors for ever.

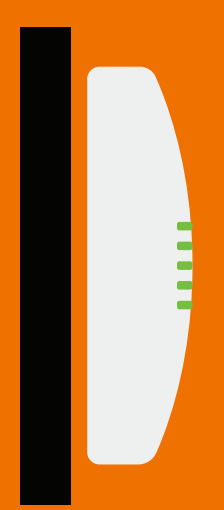
UNLEASHED ENDS THE STATUS QUO



"It fits my budget, its
blazing fast, and I can
install and manage it
without IT help."

"Designed for people
like me, not IT"

UN**TETHERED** PLACEMENT



WALL MOUNT



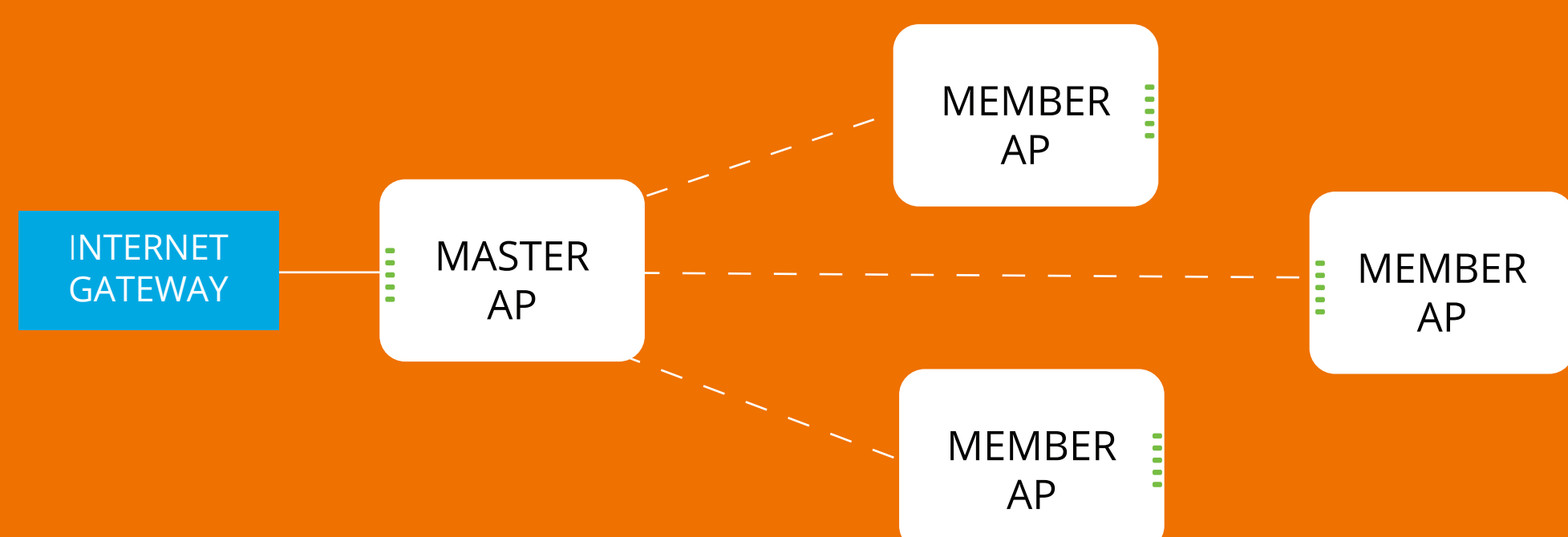
CEILING MOUNT



DESK MOUNT

Untethered mesh APs can be placed anywhere, allowing
adds, moves and changes in seconds at your convenience.

UN**COMPLICATED** SETUP



Uncomplicated network setup anyone can do in 10 minutes out of the box. You
just configure one master AP using a setup wizard on your smapthone, and the
master configures the rest for you, automatically.

UN**COMPROMISED** PERFORMANCE

HIGH DENSITY

MEDIUM DENSITY

LOW DENSITY



Unleashed APs use hardware identical to enterprise APs
so they enjoy Ruckus' legendary Beamflex antenna technology
which sets the industry high-bar for range and mobile device support.

UN**RESTRICTED** MANAGEMENT



Your APs aren't tethered, why should you be?
You can fully manage your Unleashed network
from an intuitive mobile app.

- Simple configuration wizards
- Speed test and trouble shooting tools
- See users, app usage and Wi-Fi health
- Charts and data you can understand



Buy it, install it, forget about it... it just works.
Unleash Wi-Fi in your business today. **Give us a call.**

www.ruckusnetworks.com