

VALUE PROPOSITION



RUCKUS IS THE GLOBAL MARKET LEADER IN SMART CITY WI-FI

- Smart City deployments around the world – see next page (there isn't any additional information on next page on deployments)
- Market leader: outdoor and service provider Wi-Fi
- Ideal portfolio for large scale urban deployments
- Proven, scalable location and analytics solutions
- Leader in HotSpot 2.0 development and deployments
- Deep integration in LED streetlights and street furniture

RUCKUS / NETWORK EDGE BU SMART CITY DIFFERENTIATORS

WI-FI

- Best RF on the planet: critical since very hard to place APs in outdoor, 3rd party owned, remote and hard to connect locations
- Superior access point performance results in more efficient coverage, creating disruptive TCO advantages
- Gigabit Ethernet and SFP for fiber backhaul – critical in smart city deployments (T710)

MANAGEMENT

- Most scalable, carrier-grade Wi-Fi controller
- Greatest deployment flexibility: hardware server appliance, NFV virtual machine/software, Ruckus Cloud, Unleashed controllerless

CLOUDPATH

- Policy management and security, including for emerging IoT devices such as sensors as well as IP video cameras
- Cloudpath certificates can help lock down IP Video cameras, which are often unsecured today

SPoT LOCATION ANALYTICS

- Easy to activate, highly scalable footfall analytics provides new insight for city planners, police and fire, and others
- Anonymous, consistent metrics to better understand movement through your city and impacts of various events

COMPLETE ECOSYSTEM

- Street furniture partnerships that help streamline deployments – kiosks, streetlights, smart trash bins, bus stops, digital signs, etc.
 - » Civiq, City Beacon, GE, Philips, Big Belly, JCDecaux
- Application / solution partnerships that enable new services/capabilities for cities
 - » Hitachi, Genetec – IP Video applications
 - » Axis – cameras

IOT READY

- IoT Gateway – Ruckus access points support Zigbee, BLE and soon other wireless protocols to backhaul IoT traffic from a wide range of sensors
- Can also support AP-based applications so that the AP can act as an edge gateway for IoT – eliminates need for separate network, reducing cost, complexity and time to market

OPENG

- Innovative license-free LTE capability can deliver extended LTE coverage and new capabilities for high density areas
- Can also be deployed as private municipal network

SWITCHING (ICX)

- Scale-out architecture based on Fabrics
- High performance
- Secure & Open

PROOF - WIDE RANGE OF CITY DEPLOYMENTS OF ALL SIZES



“SMART CITY” SOLUTIONS HAVE COMMON CHARACTERISTICS THAT APPLY TO MANY OTHER NEW NETWORKING MARKETS

- Universities
- Malls
- Airports
- Military bases
- Arenas and stadiums

All of these new networking markets pose unique challenges in deployment including dealing with high density, new/unknown users, monetization opportunities, and security challenges.