

OVERVIEW BROCHURE



Ruckus Ready Ecosystem Partners offer complete, proven solutions for the most common network application needs to complement the Ruckus wired or wireless portfolio and help our customers meet critical business requirements. Our Ecosystem Partner Program helps ensure seamless integration and operation of third-party applications with Ruckus products and technology, enhancing the value proposition of partner applications for prospective enterprise and service provider clients.

RUCKUS READY ECOSYSTEM PARTNERS ACCELERATE SALES EFFORTS WITH PROVEN SOLUTIONS

- Demonstrated application performance to accelerate sales and implementation
- Visibility within Ruckus' large and rapidly growing enterprise channel
- Access to world-class wireless and networking expertise to improve end-to-end application performance
- Opportunities to participate in joint marketing, PR and training opportunities
- Marketing and sales collateral including application notes, case studies and design guides

THE OPPORTUNITY

Customers are demanding proven, high-performance network solutions to meet the challenges of an ever-growing range of applications. Ruckus works with [industry-leading companies](#) to help our customers simplify network set-up and management, enhance security, minimize troubleshooting and ease upgrades. Below we've highlighted a few key examples.

KEY MARKETS	KEY APPLICATIONS
<ul style="list-style-type: none">• Hospitality• Education• Retail• SME• Venues• Outdoor• Warehouse	<ul style="list-style-type: none">• VoWLAN• IoT• Network security• Location• IP Video security• Network management• Video

PROGRAM LEVELS

Like Ruckus Networks, the Ruckus Ready Ecosystem Partner Program is designed for high performance and ease of use. There are two levels of partnership, and with your increased investment, you get increased benefits.



RUCKUS READY STRATEGIC	RUCKUS READY TECHNOLOGY
Work closely with Ruckus on long-term joint marketing and development activities. Have a global presence and provide significant go-to-market capabilities for Ruckus and its channel partners.	Actively engaged with Ruckus and its channel partners in select markets. Collaborate on go-to-market activities, conduct ongoing interoperability testing, and jointly promote our solutions.

RUCKUS READY PROGRAM BENEFITS	RUCKUS READY TECHNOLOGY	RUCKUS READY STRATEGIC
Listed on Ruckus Ready Ecosystem Program Website	✓	✓
Access to Ruckus Ready Ecosystem Partner Logo	✓	✓
Free Online Training	✓	✓
Technical Application Note Posted on Ruckus Partner Portal	✓	✓
Joint Solution Brief	✓	✓
Joint Collateral Development		✓
Assigned Marketing Point of Contact		✓

RUCKUS READY PROGRAM REQUIREMENTS	RUCKUS READY TECHNOLOGY	RUCKUS READY STRATEGIC
Purchase NFR Test Equipment (Discounted)	✓	✓
Interoperability Testing with Periodic Updates	✓	✓
Approved Technical Application Note	✓	✓
Technical Point of Contact	✓	✓
Select Marketing Collateral	✓	✓
Promote Ruckus as a Partner on your Website	✓	✓
Collaborate on Customer Opportunities	✓	✓
Quarterly or Semi-Annual Joint Planning		✓

ADDITIONAL DETAILS

Interoperability Testing

We always start with comprehensive interoperability testing to define optimal configurations for smooth installations and application enablement and provide best practice guidance. Testing requirements vary based on the specific technology or application. Ruckus will work with you to agree on appropriate testing needs.

Proven Solutions

Ruckus Ready Ecosystem partners will have complete, proven solutions to accelerate their sales efforts. Ruckus provides deep discounts on test equipment, technical training, and technical support to ensure successful tests and optimal results.

Technical Application Note

Interoperability testing can help establish optimal configurations to meet application performance needs and avoid installation challenges. Ruckus Ready partnerships demonstrate focus on partner and customer success.

Visibility

Ruckus Ready partners are highlighted on the Ruckus website as leading vendors in their respective markets. Strategic and Technology partners may also be featured in Ruckus webinars or other events that can help build customer awareness.

Marketing Initiatives

There are various marketing opportunities available for our Ecosystem partners to highlight your solution's capabilities, working more closely with Ruckus to leverage joint customer wins, or execute co-branded marketing initiatives.

Ongoing Training

Training is made available on-line on demand, via webinar and in-person. All Ecosystem partners can take advantage of regularly delivered webinars and online courses.

Sales and Marketing Tools

Both Strategic and Technology partners can work with Ruckus to develop customer case studies, press releases, sales guides and other collateral to assist in driving new business opportunities.

QUESTIONS?

Contact us partnerprograms@ruckuswireless.com.

Copyright © 2018 Ruckus Networks, an ARRIS company. All rights reserved. No part of this content may be reproduced in any form or by any means or used to make any derivative work (such as translation, transformation, or adaptation) without written permission from Ruckus Networks ("Ruckus"). Ruckus reserves the right to revise or change this content from time to time without obligation on the part of Ruckus to provide notification of such revision or change.

The Ruckus, Ruckus Wireless, Ruckus logo, Big Dog design, BeamFlex, ChannelFly, Edgelron, FastIron, HyperEdge, ICX, IronPoint, OPENG, and Xclaim and trademarks are registered in the U.S. and other countries. Ruckus Networks, Dynamic PSK, MediaFlex, FlexMaster, Simply Better Wireless, SmartCast, SmartCell, SmartMesh, SpeedFlex, Unleashed, and ZoneDirector are Ruckus trademarks worldwide. Other names and brands mentioned in these materials may be claimed as the property of others.

Ruckus provides this content without warranty of any kind, implied or expressed, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Ruckus may make improvements or changes in the products or services described in this content at any time. The capabilities, system requirements and/or compatibility with third-party products described herein are subject to change without notice.



350 West Java Dr., Sunnyvale, CA 94089 USA

www.ruckusnetworks.com

18-06-A