



Welcome to First Mini-Dog in Taiwan!





Welcome you all!

Linda Hui, 許卉嫻, Managing Director (Taiwan/HK/Macao/The Philippines)

Ann Yang, 楊曉妮, Sales Manager

Jason Wan, 萬家興, System Engineer

張瑛杰, 暨南大學老師, Special VIP

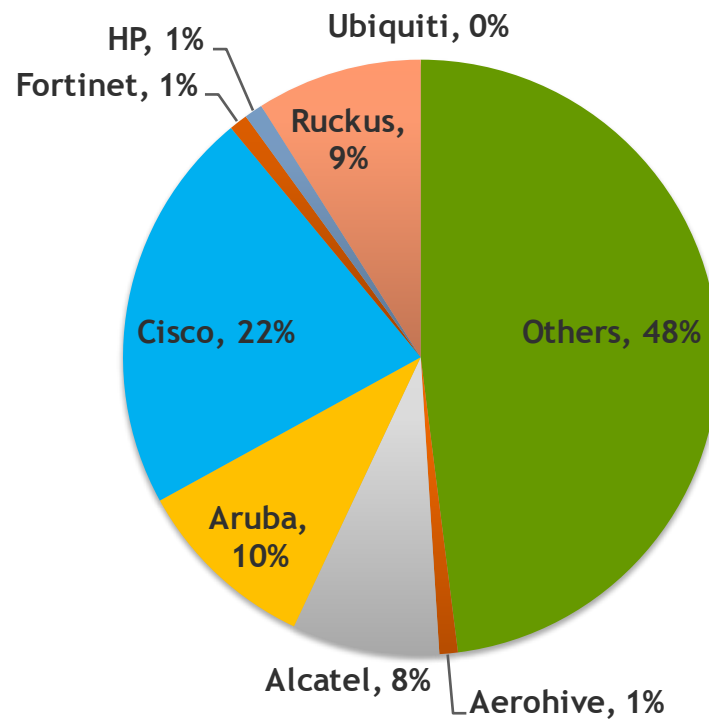
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Agenda

- Introduction of Ruckus Team (We are BIG here!)
- Business Update and Wireless Trend – Linda Hui
- Ruckus Latest 新產品資訊 – Jason Wan
- Break
- Key wins in Taiwan – Ann Yang
- Experience Sharing - 張瑛杰老師
- Q&A
- Networking

Market Share of TW in Q2,2015



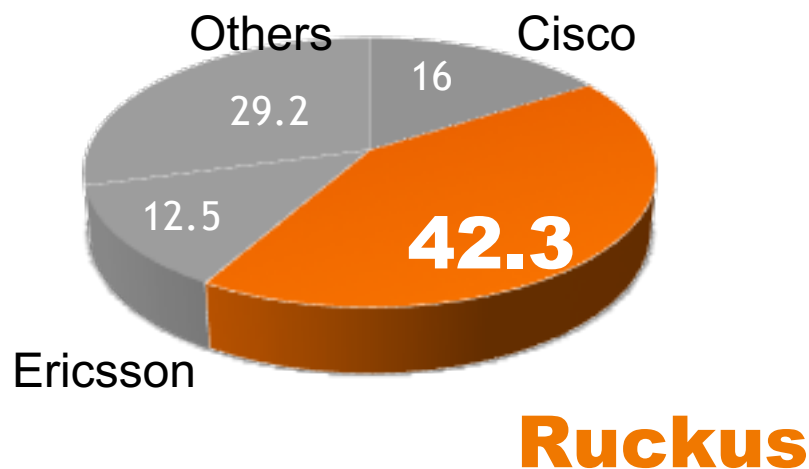
Leading in Service Provider Wifi

1Q15

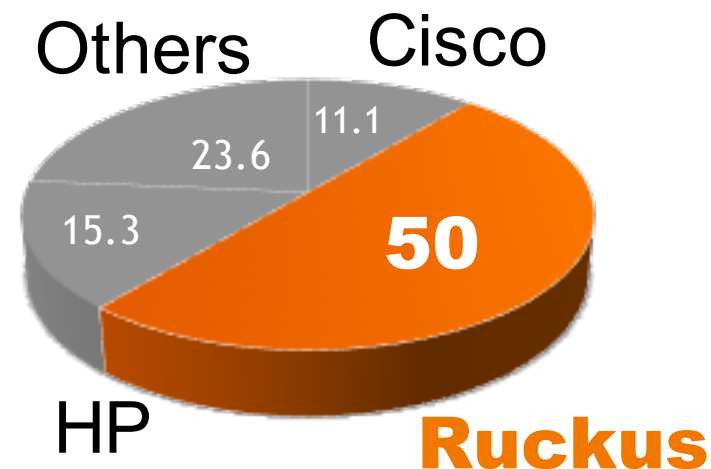
Vendor Market Share

- High scalable platform
- Our RF works in tough and HD
- Future: 4G offload/ Wifi call / Small cell

MFG Revenue

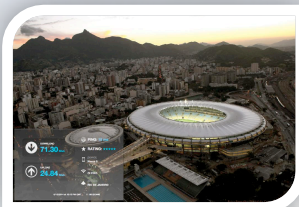


Unit Shipments



Real High Density Stadium Wi-Fi Done Right

MARACANA *Rio de Janeiro*



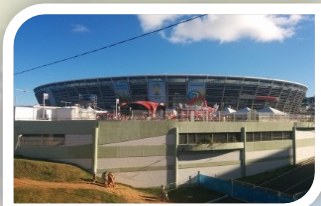
- 76,000 seats
- 217 APs deployed

ESTADIO NACIONAL *Brasilia*



- 71,000 seats
- 207 APs deployed

FONTE NOVA *Salvador*



- 50,433 seats
- 151 APs deployed

ARENA PANATAL *Cuiaba*



- 43,600 seats
- 134 APs deployed



FIFA WORLD CUP
Brasil

World Cup Wi-Fi

Brazil 2014



4
Stadiums

Average 30%
Public connected to
Wi-Fi during match



241,033
Total Seats



Traffic Ratio
50%-50% uplink/downlink



709
APs



5.6 TB Transferred*

*World Cup Aggregate



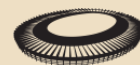
Arena Pantanal
Cuiaba

175,000 sessions
12,874 unique users
137 GB daily traffic



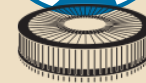
Arena Fonte Nova
Salvador

63,000 sessions
4,659 unique users
45 GB daily traffic

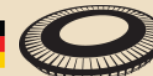


Estadio Nacional
Brasilia

220,000 sessions
16,210 unique users
196 Mbps**



Final Match



Maracaña, Rio de Janeiro

30K unique users
76K attendance
11,400 peak users
770 Mbps peak throughput
580 GB transferred

**Aggregate throughput
at peak time

Outdoor
7782

Indoor
7982

Ruckus
SCG Controller

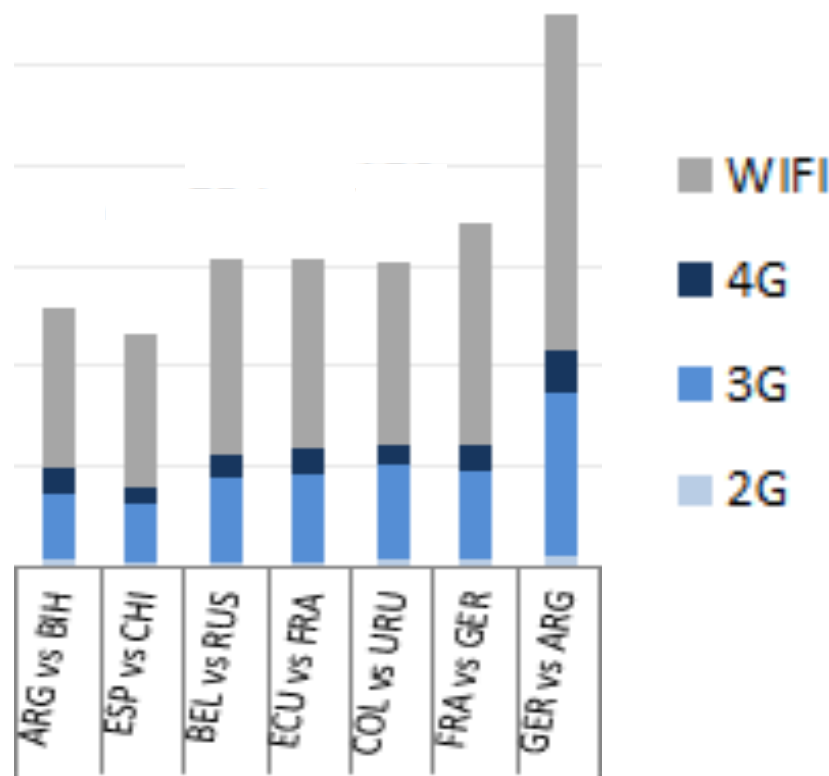
Ruckus deployed Wi-Fi

RUCKUS
Simply Better Wireless.

Solving Data Capacity & Density Problems for MNOs



Wireless Data Traffic Mix at Maracanã Stadium





Other Value-Added SPoT & Social Media wifi

Case Study: Metro Station Deployment in Asia

Requirements

Enhance public commuters wireless surfing experience

Improve commuter waiting experience, crowd distribution, and advanced application roll-out

The Ruckus Solution

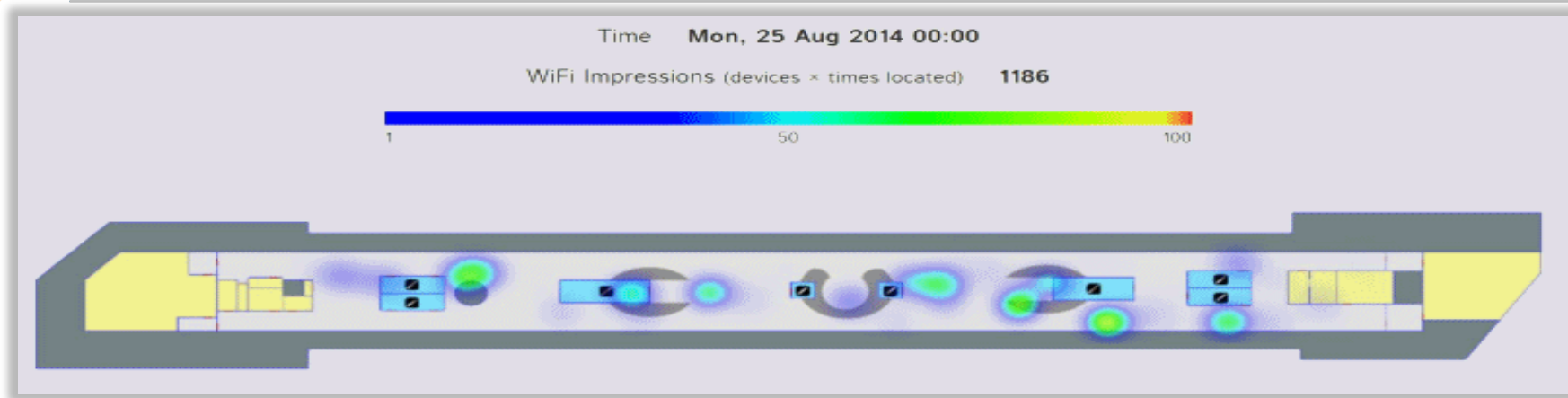
AP support EN 61373 Shock and Vibrations for platform deployment

Leverage SPoT for real-time commuter tracking

Flexible API to integrate information to mobile apps

3G/4G offload with premium local carrier WiFi

Train Station: Location Analytics in Action



Which day is the busiest?

Busiest time of the day on Friday?

How long do I need to wait for the train?

How long do I need wait for train on Wed?

How many came back from previous week?

How many commuters last week?

More commuters vs. previous week?

Friday - 126,696 commuters

6pm with 19,696 commuters

Avg: 5.01 min

Avg: 6.58 min

44.18%

443,794

Yes. 29,658 increase

Only Ruckus

Ruckus	Brand 1 (A)	Brand 2 (C)
Unlimited AP	Max 2,000	Max 5,000
Unlimited client devices	Max 32,000	Max 10,000 (Track probes and data packets)
Real time location report down to 1 sec, store up to 2 years	Probes Only, 30 secs, AP calculates the info	30-40s (iOS), 10-15 s (Android); Probes only
Network: 2kbps/AP	Unknown	128kbps/AP
1AP every 2500-5000sqft	1AP every 1500-2500sqft	1AP every 2500-5000 sqft
Rich API	Limited API	Limited API
Cloud Solution or Location Server	Location Server Only	Location Server/Cloud (depends on which brand)

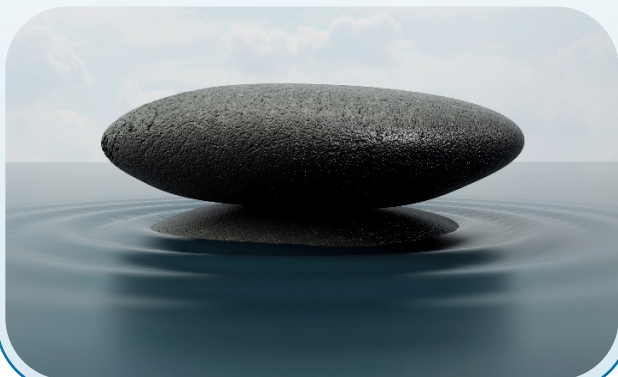
- Understand traffic patterns for planning
- Real-time commuter info
- Deploy security/safety resources on-demand

Ruckus Unleashed Controller-less Solution

Up to
5x Faster to Deploy¹

Simple Deployment

- Configure WLAN in 60 seconds
- More intuitive configuration interface
- Eliminate complexities of setting up a controller



Up to
59% Lower TCO²

Network Investment Protection

- Reduce TCO and increase ROI
- Easily migrate to on premise or virtual controller



Up to
50% Higher Performance³

High Performance

- Deliver an optimal wireless experience
- Reliable, resilient, network to meet customers' growing needs



1 The simpler configuration interface of Ruckus Unleashed saves considerable time

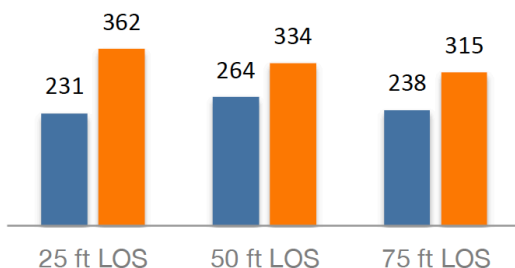
2 Comparing Ruckus Unleashed with advanced guest access with Aruba Instant and ClearPass for 25 access points.

3 Average result from Ruckus internal testing versus Aruba Instant

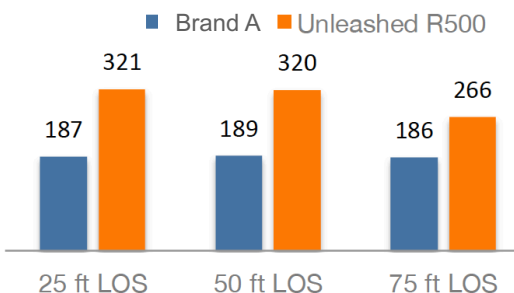
Ruckus Unleashed vs. Brand A

Apple MacBook Air 5GHz TCP 802.11ac

Downlink Mbps

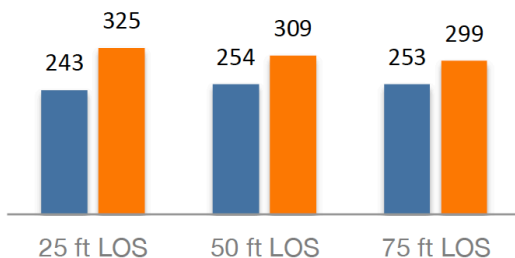


Uplink Mbps

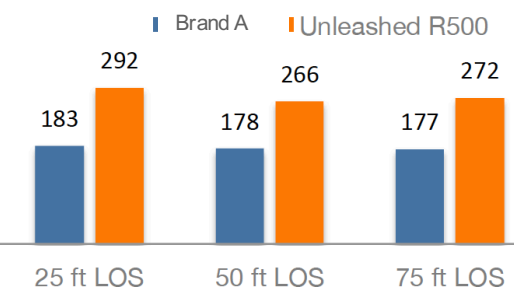


Apple iPad Air2 5GHz TCP 802.11ac

Downlink Mbps



Uplink Mbps



Up to
50% higher
throughput*

**based on average results from tests against Brand A*



Key Differences Between ZD and Unleashed

ZD	Unleashed
External Controller	No External Controller
AP Licenses are required	AP Licenses are not needed
Scales up to 1000 AP and 20k clients	Supports up to 25 APs & 500 Clients
AP and WLAN Groups	No AP or WLAN Group Support
Supports 11n and 11ac APs	Only 11ac APs
Supports both Distributed and Tunnel Deployment models	Supports Distributed deployment only (No Tunnel Support)
Support Entitlement enforced	Support not enforced at launch



Competitive Positioning

	Ruckus	Brand A	Brand A0	Notes
TCO	●	◐	◐	Unleashed has no license fees or recurring cloud subscription. Purchase fewer AP's for ubiquitous coverage.
Guest Services	●	◐	◐	Unleashed provides feature rich guest services for free .
Client Security	●	○	●	Dynamic PSK enables ease of securing WiFi clients without the cost and complexity of RADIUS server authentication.
Performance	●	◐	◐	Unleashed delivers improved performance due to advanced RF features such BeamFlex+ and PD-MRC.
Easy Onboarding	●	◐	◐	With Unleashed there is no need for external onboarding portal. Zero IT integrated into the platform without cost.
Application Recognition	◐	◐	◐	Unleashed application recognition uses DNS filtering to identify top applications without impacting system performance. Aruba uses DPI to provide application visibility which impacts system performance.
Advanced Scalability	●	●	◐	For advanced scalability, Unleashed offers migration options to controllers or to future platforms.



Incentive Plan

- Feedback Form – Puppy
- 60 secs in setting up Unleashed – Puppy + coupon
- Closing of each unleashed opportunity – puppy + coupon (min 5 AP)
- Travel Coupon of NTD10,000 for the salesperson and NTD10,000 for the PM that sells the most unleashed (not less than 20 AP in total), Deadline is end of Feb.



It's not the
size of the
dog in the
fight,

It's the size
of the fight
in the dog.

