

# RUCKUS ICX SWITCHES

FLEXIBLE SCALABILITY AND SIMPLIFIED MANAGEMENT

## PAIN POINTS

Performance

Network Complexity

Reliability

Security

## SOLUTIONS

- › Foundry Networks legacy of performance
- › High-performance underlay for Wi-Fi
- › Industry leading PoE power and density
- › Broad portfolio of stackable switches
- › Reduced management touch points
- › Simplified wired and wireless management
- › Load-balancing over active-active links
- › Software upgrades with no downtime
- › Lifetime warranty
- › 802.1x, MAC Auth and Captive Portal
- › MACsec for L2 Hop-by-Hop Encryption
- › High performance IPsec encryption (Suite B)

## PORTFOLIO

LEGEND:  ACCESS  AGGREGATION/CORE



**ICX 7150**  
(Entry-Level Access)

- › 1/10 GbE uplinks
- › Compact/Stackable
- › 1/2.5 GbE PoE Access



**ICX 7250**  
(Access)

- › 1/10 GbE uplinks
- › External power shelf
- › 1 GbE PoE access



**ICX 7450**  
(Access-Aggregation)

- › 10/40 GbE uplinks
- › Hot-swap PSU & Fans
- › 1 GbE Aggregation



**ICX 7650**  
(Access-Aggregation)

- › 40/100 GbE Uplinks
- › Multigigabit 2.5/5/10 GbE
- › 1/10 GbE Aggregation



**ICX 7750**  
(Aggregation-Core)

- › 12x40 GbE Uplinks
- › MCT/VXLAN
- › 10/40 GbE Aggregation

## WHERE/HOW TO SELL

### Vertical Markets



### Conversation Starters

- Problems with network downtime?
- Optimized performance for Wi-Fi?
- Sufficient PoE power?
- Planning for Wi-Fi upgrades?
- Adequate for future growth?

## COMPETITIVE POSITIONING

- Simple/Upgradable**
  - › Scale-out architecture
  - › Stackable switches
  - › Upgradeable uplink speeds
- Simplified Management**
  - › Unified Wired/Wireless management
  - › Fewer management touch points
  - › Single OS for all Switches
- Advanced Stacking**
  - › Uses standard Ethernet cables/optics
  - › Long-distance stacking (up to 10km)
  - › Upgrades with no downtime (ISSU)
- Campus Fabric**
  - › Benefits of chassis
  - › Flexibility of stackables
  - › Single point of mgt. up to 36 switches
- Lifetime Warranty**
  - › Next business day replacement
  - › Power supplies and fans included
  - › Lifetime software upgrades

We wanted to test Ruckus Campus Fabric out and do the installation ourselves to confirm that it was really that easy - and it was.

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