

### Region:

EMEA RESELLER Version

### PROMOTION PERIOD:

October 1, 2018 – December 31, 2018

### PROMO CODE:

2018Q4UL

## SPECIAL PRICING ON UNLEASHED APs

There's never been a better time to sell Ruckus Unleashed™ access points! The promotion combines attractive pricing and flexibility to help you generate product awareness and drive sales with your existing and prospective small and medium business (SMB) customers. Details are below or contact your local Ruckus representative. Don't forget to visit the Ruckus Partner Portal for more information and support on selling Unleashed to your customers.

### ABOUT RUCKUS UNLEASHED

Ruckus has made it easier than ever for small and medium businesses to deploy hi-performance Wi-Fi that meets their cost, ease-of-use and coverage needs with a comprehensive portfolio of controller-less access points, including APs designed for outdoor deployments. Unleashed access points come with 802.11ac technology so that users can take advantage of higher speeds, better coverage, and improved reliability compared to older wireless technologies.

### TARGET MARKET:

- Businesses with up to 25 access points and 512 clients per site
- High-quality Wi-Fi experience for employees and/or customers is a competitive advantage
- Cost constraints in deploying and maintaining a complex WLAN infrastructure
- Limited IT staff to troubleshoot or manage legacy hardware systems

### THE PROMOTION: 53% OFF MSRP ON ALL UNLEASHED SKUs – NO MINIMUM DEAL SIZE!

This promotion provides both a compelling price and deal size flexibility to more easily take advantage of opportunities for Unleashed access point sales. With anticipated SMB market growth, Unleashed enables you to tackle this growing segment and meet customer Wi-Fi needs.

- Eligible SKUs: All Ruckus Unleashed models starting with SKU prefix "9U1". E.g. 9U1-R310-WW02
- Recommended VAR Discount: 53% off MSRP
- Minimum Deal Size: None
- Maximum Deal Size: 25 units per end user
- Promotion Period: October 1, 2018 – December 31, 2018
- 'Flashing' or reimaging the product is not allowed under the terms of this promotion

# UNLEASH THE OPPORTUNITIES!

RESELLER EMEA

PROMOTION

## TERMS & CONDITIONS:

- This document is for informational purposes only and does not constitute an offer from Ruckus Wireless.
- This promotion is limited to transactions invoiced between October 1, 2018 to December 30, 2018
- To qualify for this promotion, VARs must submit their PO to an authorized Ruckus distributor and include the following:
  - End customer name
  - Promotion code **2018Q4UL**
- 'Flashing' or reimaging the product is not allowed under the terms of this promotion
- This promotion may not be combined with any other Ruckus promotion, program or special pricing
- This promotion is only offered to Partners within the EMEA region, subject to availability
- Deal registration is NOT required
- This promotion is subject to change and/or termination by Ruckus for any reason without notice
- Promotional discount offer is applied to Ruckus EXW pricing – freight and duty may be added locally

## HAPPY SELLING!

1 October 2018/V1

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