

UNLEASH THE OPPORTUNITIES!

Reseller



PROMOTION

Region:

Americas, Reseller Version

PROMOTION PERIOD:

Sept 15, 2017 – Mar 30, 2018

PROMO CODE:

Unleashed50-AMER

UNLEASH THE OPPORTUNITIES! SPECIAL PRICING ON UNLEASHED APs

There's never been a better time to sell Ruckus Unleashed™ access points! We've launched a new promotion to provide you with a 50% discount offer to generate product awareness and drive sales with your existing and prospective small and medium business (SMB) customers. Offer details are below or contact your local Ruckus representative for more information.

ABOUT RUCKUS UNLEASHED

Geared toward small and medium businesses (SMBs), Ruckus Unleashed™ access points provide the same high-quality Ruckus Smart Wi-Fi that you know and love, at a lower cost, with simple deployment. 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 competitive advantage
- Cost constraints in deploying and maintaining a complex WLAN infrastructure
- Limited IT staff to troubleshoot or manage legacy hardware systems

THE OFFER: 50% OFF MSRP!

This offer is valid until March 30, 2018 and provides resellers with a compelling price to more easily take advantage of opportunities for Unleashed access point sales. With anticipated SMB market growth, Unleashed enables partners to tackle this growing segment and meet their Wi-Fi needs.

OFFER DETAILS

Offer	Recommend 50% off MSRP to VARs on sales of any Unleashed access points
Eligible Products	All Unleashed access point SKUs available as of effective date of promo (Sept 15, 2017)
Recommended VAR Discount	50% off MSRP
Minimum Deal Requirements	None (No minimum deal size, no bundle requirements)
Eligible Partners	Resellers operating in the Americas region purchasing from an authorized distributor
Region	Americas (North America & LATAM)
Market Segment	Small and Medium Business (SMB)

TERMS & CONDITIONS:

- This document is for informational purposes only and does not constitute an offer from Ruckus or Brocade Communications Systems.
- This offer is limited to transactions invoiced between September 15, 2017 and March 30, 2018.
- To qualify for this offer, VARs must submit their PO to a Ruckus distributor, and be invoiced by March 30, 2018. The PO must include end customer name and promotion code **Unleashed50-AMER**,
- This offer may not be combined with any other promotion, programs or special pricing.
- This promotion is only offered within the Americas (North America and Latin America).
- Deal registration is NOT required.
- This promotion is subject to change and/or termination by Ruckus or Brocade for any reason without notice.

HAPPY SELLING!