

VELOCITY PROMOTION

Reseller Flyer



JULY 2019

REGION:

EMEA

PROMOTION PERIOD:

July 1 – December 31, 2019

PROMO CODE:

RKS-0121



DRIVE ICX SWITCH SALES WITH SPECIAL PRICING ON SELECT SKUs

We've enhanced the Velocity ICX Switch promotion to include additional SKUs with more competitive pricing, allowing you to meet the needs of a broader customer base. Promotional pricing is available on all deals up to \$175K MSRP.

The Ruckus Velocity Promotion provides a compelling price on a selection of the most popular powerhouse ICX 7150 switches, enabling you to proactively sell and accelerate sales. The stackable, upgradeable nature of our switches enables customers to start small and build up seamlessly as and when needed. All switches come with a Limited Lifetime Warranty, including Next Business Day (NBD) hardware replacement, which is among the best in the industry.

ABOUT RUCKUS ICX SWITCHES

The Ruckus® ICX® 7150 family of stackable switches delivers the performance, flexibility, and scalability required for enterprise access deployment, raising the bar with non-blocking performance and up to 8x10 GbE ports for uplinks or stacking. In addition, it offers seamless interoperability with Ruckus wireless products and integration with the SmartZone network controller to deliver unified wired and wireless network access. Key benefits of the ICX 7150 family include:

- **Converged management** - Provides full visibility into the network through the SmartZone network controller, allowing you to deploy, configure and troubleshoot your network quickly and cost effectively
- **Pay as you grow** - A scalable architecture paired with simple software-based upgrades from 1 to 10 GbE and full Layer 3 functionality preserves CapEx and delivers exceptional investment protection
- **Price:Performance** - Full non-blocking switching and exceptional scalability matched with multigigabit Ethernet technology optimizes performance of next generation wireless, increasing performance and reducing costs

VELOCITY PRICING DETAILS

Desired Switch	MSRP	Reseller RRP @ 66% Discount
ICX7150-CO8P-2X1G	\$835	\$284
ICX7150-C12P-2X1G	\$1,000	\$340
ICX7150-24-4X1G	\$1,000	\$340
ICX7150-24P-4X1G	\$1,600	\$544
ICX7150-C12P-2X10GR	\$1,500	\$510
ICX7150-24-2X10G	\$1,500	\$510
ICX7150-24-4x10GR	\$2,000	\$680
ICX7150-24P-4X10GR	\$2,600	\$884
ICX7150-24P-2X10G	\$2,100	\$714

TERMS & CONDITIONS:

- Maximum deal size of \$175K MSRP
- This document is for informational purposes only and does not constitute an offer from Ruckus Networks.
- Promotion Code: **RKS-0121**
- Eligible GEOs: EMEA
- Eligible Resellers: All
- This promotion is limited to transactions invoiced between July 1, 2019 to December 31, 2019
- Quotes and Deal Registration are NOT required
- Resellers must submit their PO to an authorized Ruckus distributor and include the following:
 - End customer name and full address
 - Promotion code: **RKS-0121**
- This promotion may not be combined with any other Ruckus promotion, program or special pricing
- 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