Ruckus Wireless, Inc. (NYSE: RKUS) is a global supplier of carrier-class, Smart Wi-Fi products and technologies. Ruckus competes in the global market for mobile Internet infrastructure and enterprise wireless LAN systems. The company is credited with developing the industry’s first adaptive Wi-Fi technology for carriers.

Formed in June 2004, Ruckus is one of the fastest growing wireless technology companies in the world, experiencing rapid revenue growth. From 2009 to 2015, Ruckus realized a compound annual growth rate of 49%. Ruckus realized revenue of $373.4 million in 2015, increasing 14.2% YOY from 2014, while the combined Enterprise and SP WiFi market only grew 6.48% YOY according to a Dell’Oro report, meaning Ruckus grew more than 3X faster than the market growth in 2014. This year, Ruckus had a Q2 revenue of $92.2 million, a 13.9% YOY growth Q3 revenue of $99.0 million, a 16.4% YOY growth, and Q4 revenue of $100 million, a 16.6% YOY growth.

Patented technologies integrated into Ruckus Smart Wi-Fi products enable unprecedented reliability, range, speed and scale of Wi-Fi services. These technologies uniquely focus and steer Wi-Fi signals by choosing the best performing paths and channels — adapting to environmental changes and mitigating interference, obstacles and obstructions that degrade Wi-Fi performance.

Ruckus markets and manufactures a complete line of advanced indoor and outdoor wireless systems – ZoneFlex™ and SmartCell™ – for service provider and enterprise customers to support applications such as WLAN access, mobile data offload, public access, and managed wireless LAN services.

The company sells its products worldwide through both direct and indirect channels. Ruckus Smart Wi-Fi systems are sold through a vast global network of accredited channel partners, systems integrators and distributors to enterprises of all sizes. To date, the company has shipped millions of units to over 56,000 customers worldwide.

Carriers and corporations use Ruckus products to solve capacity, reliability and coverage challenges caused by increasing volumes of traffic driven by users on a multitude of devices demanding ubiquitous wireless network access.
A highly diversified and global business across a variety of verticals, Ruckus is critically acclaimed for its excellence in engineering, garnering more than 50 industry awards for industry-leading product performance and company success.

Ruckus has a large and diverse base of world-class service provider and enterprise customers including KDDI (Japan), the Shanghai Railway Bureau, The Cloud, a BSKYB company, O2 Telefónica, Time Warner Cable, Oi, PCCW (Hong Kong), Cincinnati Bell, Airtel Africa, China Telecom, Katoen Natie, Vodafone, SingTel, Telstra, CenturyLink, Bright House Networks, Marriott, Fairmont Hotels, Marston’s PLC, City of San José, CA, Waterstones Book Stores, Le Pain Quotidien, and many more.

The company is also credited with having the world’s largest Wi-Fi deployment in India through Tikona Digital Systems, which has installed more than 40,000 mesh nodes across 25 cities to provide last-mile wireless access to hundreds of thousands of subscribers. And in Japan, KDDI, is using Ruckus to build a
mobile data offload network with over 120,000 Wi-Fi locations.

THE MARKETS – THE SOLUTION

The increased adoption and use of mobile devices, such as smart phones, tablets and laptops, is causing significant growth in wireless traffic. Service providers and enterprises are struggling to address both the increased demands on their networks and the significant investment they think is required to upgrade network capacity and provide ubiquitous high-performance wireless connectivity. They need to address three basic issues: predictable performance, scalability and services.

Ruckus has developed leading carrier-class Wi-Fi products and evangelized the Smart Wi-Fi Platform, which enables service providers and enterprises to benefit from advanced levels of performance, scalability and flexibility with a much lower TCO, that is not possible with basic consumer grade Wi-Fi.

Enterprises and service providers are faced with the challenge of providing highly reliable wireless connectivity in challenging environments and must be able to support large number of concurrent users. In addition, location based services, analytics and enabling Internet of Things (IoT) to monetize the network have become critical requirements for this segment.

At the heart of all Ruckus products is Smart Wi-Fi technology: patented and innovative breakthroughs such as adaptive RF control (BeamFlex+), predictive channel selection (ChannelFly), resilient and self-optimized meshing (SmartMesh), automatic user on-boarding (Zero IT), dynamic Wi-Fi security (Dynamic pre-shared keys), SmartZone Software, and Smart Location and Analytics Services (SPoT & SCI).

BeamFlex+ is the industry’s most advanced Wi-Fi smart antenna implementation. Combining a compact internal antenna array with advanced algorithms, BeamFlex+ dynamically chooses the most optimal antenna patterns for receiving devices regardless of their orientation, resulting in predictable performance at greater ranges and interference mitigation.

SmartZone is an industry-leading carrier-class controller software scaling up to 300,000 devices. It offers multi-tenancy, the ability to simultaneously manage multiple sites independently, and it is available in physical and virtual form factors for enterprises and service providers.

Ruckus Location-Based Services (LBS) allow service providers and enterprises to gather key customer insights, and develop new engagement models. Retailers, stadiums, transportation hubs and schools can utilize Ruckus LBS to interact with users based on precise location: delivering emergency services faster and increasing the monetization of their services.

Ruckus SmartCell™ Insight (SCI) is the industry’s first Big Data Wi-Fi analytics and reporting engine purpose built to help enterprises and service providers make informed business decisions regarding the operation of their Wi-Fi networks. It leverages Big Data technology and storage innovations by greatly enhancing the scale and performance of a system when used to process historical data.

Ruckus offers services to help you design, deploy, manage, and operate a Ruckus Smart Wi-Fi network. Ruckus Professional Services offers Wi-Fi design services to meet the stated service KPIs. We also work closely with and rely heavily on our partners – VARs, VADs, and SIs – to provide services such as site surveys.

Ruckus’ technical training courses provide network professionals with extensive information and skills necessary to design and optimize Wi-Fi networks. Additionally, almost all new Ruckus products come with a limited lifetime hardware warranty providing you with peace of mind.

WARRANTY: All Ruckus products come with a limited lifetime hardware warranty that provides you with peace of mind.
THE TEAM

Selina Lo, President and CEO
Formerly VP of Marketing at Alteon WebSystems. Senior management positions at Centillion Networks, Bay Networks. Holds B.A. degree in Computer Science from UC Berkeley. She has a lot of shoes. A lot.

Seamus Hennessy, Chief Financial Officer
Formerly CFO at Aerohive Networks. Was also CFO at Bubble Motion and VP of Finance at NetScaler. Holds a BSS with Honors (he wanted you to know this) from the University of Limerick. And yes, he’s Irish. Go figure.

Dan Rabinovitsj, Chief Operating Officer
Dan has over 25 years of operations background in management and marketing, Dan joined Ruckus from Qualcomm where he was the Senior Vice President and GM of its Wired and Wireless Networking group. He’s held management positions with Atheros, NXP, Silicon Labs and AMD. He is wicked smart, with Bachelor’s and Master’s Degrees from the University of Texas at Austin where he graduated Summa Cum Laude.

Kathleen Swift, VP, Human Resources
Kathleen is an expert at managing large-scale human resources and business operations that span the globe. With vast experience in managing an international employee population, like here at Ruckus, when it comes to optimizing all facets of human resources Kathleen simply reigns supreme. She’s held a number of management positions as VP of HR at a number of world-class tech companies such as Complete Genomics, Opnext, Extreme Networks and Terayon.

Ian Whiting, Chief Commercial Officer
Previously, Whiting held global sales and operations leadership roles at Riverbed Technology, and Brocade Communications. Ian received his Masters in European Business Studies from Cranfield University, UK, and a BA in French and German from University of Swansea also in UK. Luckily he loves dogs, especially German Shepards. However, for reasons beyond his control his family has a Bichon Poodle.

Scott Maples, VP, Legal and General Counsel
Before Ruckus, Scott worked as legal counsel for Microsoft Corporation. Prior to that, Scott was the VP of Business and Legal Affairs at Virgin Interactive Entertainment. He received his J.D. from UC Berkeley (Boalt Hall School of Law) and a B.A. in Computer Science from UC Santa Barbara.

Kash Shaikh, VP, Marketing
Before joining Ruckus, Kash was the Vice President of Marketing and Business Development at Riverbed Technology. Before that, Kash held several executive marketing management roles at HP, where he directed all marketing aspects of a growing multi-billion dollar networking business, instrumental in pioneering HP’s SDN strategy. As the Vice President of Marketing at Ruckus, Kash is the chief of all marketing, corporate communications, and alliance business development teams. He holds bachelors and masters degrees.