

At-a-Glance

(February, 2011)



The Business

Formed in June 2004, Ruckus Wireless is a privately-held Wi-Fi technology pioneer that markets and manufactures advanced indoor and outdoor Wi-Fi systems for mobile operators, service providers and enterprises around the world. Ruckus Wireless is credited with redefining wireless communications through the development of the first adaptive antenna ("Smart Wi-Fi") products and technology. Since 2006, the company's revenue has grown over 1050% with a CAGR of 119%. Venture-backed, Ruckus Wireless has raised \$51 million in capital from the world's leading investors. The company was recently named the number one privately-held telecoms supplier by Inc. magazine and #26 in the Inc. 500 list of fastest growing privately companies. With over 250 employees worldwide, the company sells Wi-Fi systems directly to broadband services providers and indirectly through channel partners to enterprise customers.



The Market

Ruckus Wireless competes in three distinct markets: 1) wireless broadband access 2) enterprise wireless LANs and 3) mobile operator infrastructure. The explosion of Wi-Fi-enabled devices and multimedia services are driving these multi-billion dollar markets and have raised expectations for ubiquitous and reliable Wi-Fi access. Ruckus Wireless is positioned to exploit and capitalize on these markets with unique and patented technology that brings new levels of reliability, range and performance to Wi-Fi infrastructures.

The Problem

Originally developed as a technology of convenience, Wi-Fi is considered ill-equipped to provide reliable, carrier-class connectivity and consistent performance at range to support a new era of streaming multimedia traffic. Interference along with constant changes in the RF environment make it difficult for companies and carriers to troubleshoot Wi-Fi problems. Also, unified, end-to-end management of wireless broadband infrastructure has not been possible, forcing operators to piece together complex broadband wireless networks with disparate products to provide subscriber access, meshed connectivity and long-range wireless backhaul. Meanwhile inadequate range, spotty coverage, inconsistent connectivity and erratic behavior remain fundamental issues to wireless deployments.



The Solution

Ruckus Wireless invented Smart Wi-Fi technology that, for the first time, brings range and reliability to unlicensed Wi-Fi environments. The company developed and patented several RF technology breakthroughs use miniaturized, software-controlled, intelligent antenna arrays and adaptive antenna technology. This enables Wi-Fi signals to be formed, focused and directed in real time over the best performing signal paths. Ruckus integrates Smart Wi-Fi technology into every system to ensure extended range and reliable signals that can be adapted to environmental changes automatically. Its patented technology steers signals around interference, obstruction and obstacles, ensuring unprecedented coverage and performance.



The Team

The Ruckus team includes the world's foremost experts in wireless and networking technology from some of the industry's leading companies including Cisco Systems, Nortel Networks, Fore Systems, Iospan, VxTel and Packeteer. Ruckus Wireless is led by Ms. Selina Lo, an industry icon responsible for creating new markets and building successful companies such as Centillion Networks and Alteon WebSystems. Founding engineers, Bill Kish and Victor Shtrom, have a long history of developing innovative, cutting edge network and wireless technology. Steve Martin, former VP of Engineering at Airespace (purchased by Cisco Systems) heads worldwide engineering.

