SALES-GUIDE

CUSTOMER VALUE

Ruckus® ICX® product family offers a complete line of switches designed to work together to deliver a scalable, high-performance network solution critical to ensuring high user productivity with HD video, unified communications, VDI, and mobile applications. Ruckus innovative Campus Fabric Technology provides simplified network deployment and management, scale-out networking and investment protection at the industry lowest TCO. With the ICX switches and Ruckus wireless APs, Ruckus delivers the most performant and cost effective wired & wireless access solutions on the market today.

THE RUCKUS CAMPUS NETWORK ADVANTAGE

Simplified Operations	 Simplified deployment: Ruckus Campus Fabric collapses multiple network layers into a single logical device, flattening the network and eliminating deployment complexity Simplified management: The entire network is managed from a single point, The network administrator 		
	 can deploy network policies across the campus from a single point of management. Simplified application provisioning: The flattened network simplifies the deployment of applications and the implementation of network services. 		
Improved Scalability and Performance	 Elimination of STP inefficiency: The entire domain runs from a unified control and forwarding plane, eliminating the need to deploy spanning tree. All links between switches are active at all times, 		
	 Seamless mobility: The architecture simplifies the deployment of wireless access points and delivers a better user experience with seamless roaming is between Wi-Fi access points across the campus. 		
	• High Availability Design: Ruckus technology at the core of the fabric delivers high availability and enables instantaneous hitless failover of a controller failure. ISSU enables in service software upgrade without service interruption.		
Lower Cost of Acquisition and Operation	 "Pay as you grow" design: The Ruckus fixed form factor based design enables cost-effective scale-out networking. No excess idle capacity is required, and no "fork-lift" upgrade is needed to advance to the next capacity level 		
	 Unified features and services: All advanced services running at the aggregation layer, such as premium Layer 3 features, are available seamlessly from all network edge ports. Additionally, software images running on the various devices are automatically updated and kept in sync, 		

AS. Data Center / WAN Single Point of Control Aggregation/Core Ruckus ICX 7750 Stack of "Control Bridge" Devices 802.1BR "Port Extender" Access Ruckus ICX 7150/7250/7450 Devices Single Logical Switch M 配圖

PRODUCT SELLING POINTS

Products	Better Value Advanced Features		Competitive Products		
Ruckus ICX 7150	 Free stacking, Software upgradable port speed up to 4x 10 GbE ports Silent operation with fanless design or fanless mode setting Highest PoE budget in its class (124W), Limited Lifetime Warranty, 	Layer 3 features, Stack up to 8 across 7150 family, Campus Fabric Port Extender	Cisco 2960L, Cisco 2960X, HP 2530/2540, HP 2930F, HP 2920, Juniper EX2300		
Ruckus ICX 7150 Compact Switch	 Free stacking, Software upgradable port speed up to 2x 10 GbE ports Fanless design for silent operation, embedded power supply Highest PoE budget in its class (740W), Limited Lifetime Warranty, 	Layer 3 features, Stack up to 8 across 7150 family, Campus Fabric Port Extender	Cisco 2960L-8, Cisco 3650CX, HP 2930F-8G, Juniper EX2300-C		
Ruckus ICX 7150 Z-Series	 Free stacking, Software upgradable port speed up to 8x 10 GbE ports Highest PoE budget in its class (1480W), Limited Lifetime Warranty, 	16x 2.5 GbE Multigig and PoH ports, Hot Swappable power supplies/fans, Layer 3 features, Stack up to 8 across 7150 family, Campus Fabric Port Extender	Cisco 2960X-R, Cisco 3650 Multigig, HP 3810 SmartRate, Juniper EX3200		
Ruckus ICX 7250	 Free stacking, Software upgradable 8 x 1GbE to 8x 10 GbE ports Limited Lifetime Warranty, free three year support, 	Layer 3 features, up to 480 Gbps aggregated stacking bandwidth, stack up to 12, external power supply option. Campus Fabric PE	Cisco 2960S, Cisco 2960-X, HP 5120/2920, Juniper EX3300		
Ruckus ICX 7450	 Ultimate flexibility with 3 modular slots for up to 12 x 10 GbE or 3 x 40 GbE ports, Limited Lifetime Warranty. 	Hot Swappable power supplies/fans, PoH with up to 95W per port, Advanced Layer 3, BGP, GRE tunneling. Campus Fabric PE, IPsec VPN	Cisco 3750-X, Cisco 3850, HP E3500, HP 3810, Juniper EX4200/4300		
Ruckus ICX 7750	 Unprecedented 1RU port density with 96 x 10 GbE or 32 x 40 GbE ports. Copper port model offers 48x 10 GBase-T RJ45 ports. Low-latency, cut-through, non-blocking architecture, Limited Lifetime Warranty. 	Advanced L3 enterprise features such as VRRPe, BGP, IPv6 support, and Multi-Chassis Trunking (MCT). Support distributed chassis architecture/ stacking for scale-out networking. Campus Fabric CB	Cisco Catalyst 4500 and 6500, Arista 7050X, Juniper QFX5100		



RUCKUS CAMPUS FABRIC

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Ruckus CAMPUS SOLUTIONS KEY DIFFERENTIATORS

	Scalability	Automation	Open Standards	High-Performance Delivery	Cost Efficiency
Ruckus	 Scale-out networking with Distributed Chassis Industry leading 10/40 GbE port density Up to 96 x 10 GbE and 32 x 40 GbE ports per 1RU switch Software licensable port speed Campus Fabric shared services 	 Consolidated management across the campus with Campus Fabric SDN Network Programmability Auto-discovery and auto- configuration Brocade Network Advisor 	 OpenFlow with Hybrid Port Mode End to End sFlow based monitoring Standard stacking ports (SFP/SFP+/QSFP+) Open unified wired & wireless solution 	 Line rate, non blocking Up to 2.56 Tbps switching capacity per 1RU switch Active/Active fabric links Up to 10 Gbps IPsec throughput with service module 	 30-75% lower TCO Stacking included Lifetime warranty Integrated IPsec VPN eliminates dedicated encryption appliances
Competition	 Planning for growth requires over-purchasing or over-provisioning, or rip-and-replace required Extra hardware modules for stacking and 10 GbE 	Can't stack over distance Complex 3-tier network design	 Proprietary programmability Proprietary stacking ports/cables Proprietary monitoring protocols Wireless lock-in 	 Oversubscribed architecture Limited stacking Bandwidth/ Distance and uplinks No alternative to spanning tree for L2 across the campus 	 Additional stacking charges Pay for support Rip and replace upgrade model Expensive chassis design

ICX SWITH FAMILY	ACCESS				ACCESS / AGG	AGGREGATION / CORE
		Annunter,	g <mark>::</mark>	A <mark>HTHLIH A</mark>		internation Annual management
Switch Capacity	ICX 7150 Compact	ICX 7150	ICX 7150 Z-Series	ICX 7250	ICX 7450	ICX 7750
Switching capacity (max)	68 Gbps	180 Gbps	304 Gbps	256 Gbps	336 Gbps	2.56 Tbps
1 GbE RJ45 ports (max)	12 + 2	24 or 48 + 2	48	24 or 48	24,32 or 48	48
1 GbE SFP ports (max)	2	4	8	8	48	48
10 GbE SFP+ ports (max)	2	4	8	8	12	96
1/2.5 GbE RJ45 ports (max)			16		8	
10 GbE RJ45 ports (max)					12	48
40 GbE QSFP+ ports (max)					3	32
PoE Power Budget (max))	124 W	740 W	1480 W	1480 W	1496 W	
Switches per stack (max)	8	8	8	12	12	12
Aggregated Stacking bandwidth (max)	160 Gbps	320 Gbps	320 Gbps	480 Gbps	960 Gbps	5.76 Tbps
Key Features						
PoE / PoE+	√	√	√	√	√	
Stacking	√	√	√	√	√	√
sFlow	√	√	√	√	✓	√
Layer 3 (STATIC, RIP, OSPF)	√	√	√	√	√	√
OpenFlow with Hybrid Port Mode	√	√	√	√	√	√
Ruckus Campus Fabric	✓ ¹	✓ ¹	✓1	√	√	√
Redundant power option			✓	√	✓	√
Hot Swap Internal power supplies & fans			√		√	√
PoH (95W PoE power per port)			√		√	
VRF				√	√	√
EEE (Energy Efficient Ethernet)				√	√	
IPsec VPN (with service module)					√	
MACsec					√	
BGP					√	√
Reversible airflow option					√	√
Multi Chassis Trunking (MCT)						√

¹ To be supported in a future software release.

For more information, visit www.ruckuswireless.com