THE PACK IS BACK

Win Big with IoT in 2022
Strong growth prediction

*IoT Market Forecast estimates between 20% to 35% CAGR (source: IoT Analytics)*

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**IoT Trends backed by strong annual growth**
Thanks to all of you, IoT licenses more than doubled in 2021

Tremendous growth despite headwinds of COVID & supply chain

HSP and MDU segments lead adoption showing value of RUCKUS network with IoT

Great start to 2022
IoT Controller 2.0

• Architecture
  • vSZ Independence
  • 5.2.2, 6.0 & 6.1 all Work on IoT 2.0
  • Multi-PAN zigbee
• Improved Security
  • Vetted by Hacker-House
  • >30 Enhancements
  • Upgraded Linux and BLE
• New subscription model
  • License by feature and device count
• Enhanced Debugging
  • Traffic Debugging and Monitoring
• Samsung SmartThings, Dormakaba
Expanding Ecosystem
The Building Blocks of Solutions

Lights, Locks, Thermostats, Camera/VMS, Monitoring are the foundations of Building Management Systems

Leading the industry in enterprise integrations – first with Assa Abloy, Dorma Kaba, Telkonet, Salto...

... and now Samsung SmartThings – 5K smart devices!
IoT Insights at the Heart of Selling Solutions

- Customers are increasingly buying solutions, not networks
- Differentiated recurring revenue opportunities for partners
- IoT Insights available to simplify partner deployments
- Containerization enabling easier integrations and solution creation
Sneak peek into upcoming Special Releases (SR)

SR-1
Enable complete IoT Solutions
Occupancy management, Energy management, Condition monitoring,
IoT container integration into RUCKUS APs

SR-2
Integrates Salto door locks, a leading connected entry provider in HSP and MDU
Ruckus IoT Solutions

**A suite of applications** for MDUs, hospitality, and commercial spaces that improve operations and add new insights using existing network infrastructure

**Occupancy & Space Utilization**

- Dashboards and APIs that provide real-time floor & desk-level occupancy
- See space utilization trends, inform leasing decisions, optimize service schedules
- Integrate with IWMS and BMS

**Energy Management**

- Dashboards and APIs that show power consumption at device or aggregate level
- Monitor equipment health & stability, reduce unnecessary energy spend
- Integrate with IWMS, BMS, lighting controls, HVAC systems

**Smart Cleaning**

- Fully-integrated ABM Enhanced Clean solution
- Smart cleaning service deployed in conjunction with ABM janitorial services
- Runs on Ruckus WiFi6 access points
Occupancy, Presence & People Counting

- **Occupancy Sensors**
  - **Open Space Utilization** – Ideal for areas that don’t require specific count of people
  - **Desk & Restroom Occupancy** – Real-time status while ensuring complete privacy

- **3D People Counters**
  - **Zone Monitoring** – Alert if a zone is over-occupied. Analyze traffic trends and routes
  - **Precise Traffic Counts** – Determine how many people entered/exited a space

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**Figure 6 - RUCKUS Insights 2.0 Occupancy Service**
A turnkey service offered by ABM utilizing Ruckus IoT capabilities. ABM’s subscription service includes:

- Installation and maintenance
- Hardware (sensors, displays, etc.)
- Edge software
- Configuration and tuning of data
- Analytics around utilization, occupancy, and servicing

**Key benefits**

- **Align service timing** to facility usage to drive more effective cleaning
- **Leverage analytics** to see actionable insights around utilization
- **Provide visibility to end-users** around servicing and space occupancy

ABM includes a web-app & dashboards with an option for smart routing of day-porters

**Cleaning Tracking Solution Overview**
Solution Overview

Wireless Sensor Network

RUCKUS WiFi 6 Access Points

Network Management & Monitoring

IoT specific containers in AP
Securely managed by Ruckus

Data Applications

Deliver new use cases in commercial spaces:

- Asset & employee badge tracking
- Occupancy and people counting
- Temperature & air quality monitoring

- Door sensors, button alerts, displays
- Custom Bluetooth sensors and devices

Hospitality
Retail & Restaurants
Buildings & Offices
Healthcare
New IoT Sales Flow

1. Select Feature Tier
   - Basic: BLE beacons
   - Premium: IoT Connected
   - Insights: IoT Insights – required to deploy Solutions

2. Estimate Device Capacity
   - Device = IoT “thing”
   - 250 devices per subscription
   - Buy in increments of 250 things

3. Ready to deploy
   - Try it free for 90 days
   - Subscribe / renew
   - Support included
   - Enable IoT on APs as needed (no added cost)

4. Add Solutions
   - IoT Insights templates
   - Packaged solutions partners can deploy, monetize
   - Professional and Managed Services

Recurring Revenue Model

- New business model emulates Cloud, RA, CloudPath model
- Changes from “per AP” to “per Thing”, as partners and customers derive more value from the network, we participate in growth
- Turn-key solutions available to monetize (SaaS)
- Professional and Managed Services available to aid in deployment
300 APs with BLE beacons and Zigbee door locks

Old model

- Perpetual SKUs
  - 1x Controller RTU license
  - 1x Controller support license
  - 300x IoT AP licenses
  - 300x IoT AP support licenses

- Number of APs has major cost impact

- Ruckus doesn’t upsell new features and integrations

New model

- Subscription SKUs
  - 1x Controller RTU license (this is one time and needed by backend)
  - 1x Premium subscription
  - 2x Device capacity subscription

- Enable IoT on every AP at no add’l cost

- Support included in subscription

- IoT Insights and IoT Solutions can be added at any time
Massive CAPEX savings for customers

Use Cases: Connected Entry, Staff Safety Alerts, Energy management

$12,371 with RUCKUS IoT
$62,200 without RUCKUS IoT

*300 units, 3-year term assumed
## Comparing costs for a 300-unit deployment

<table>
<thead>
<tr>
<th>Customer application</th>
<th>Feature Tier</th>
<th>With RUCKUS IoT</th>
<th>Without RUCKUS IoT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Alert – BLE beacons</td>
<td>Basic</td>
<td>$6,143.00</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Door locks and Thermostats – Connected Zigbee devices</td>
<td>Premium</td>
<td>$17,879.00</td>
<td>$52,200.00</td>
</tr>
<tr>
<td>Occupancy Management Solution – Connected devices, IoT Insights</td>
<td>Insights</td>
<td>$95,429.00</td>
<td>$172,900.00</td>
</tr>
<tr>
<td>RUCKUS partners participate in recurring revenue</td>
<td>YES</td>
<td></td>
<td>NO</td>
</tr>
</tbody>
</table>
Get more per deal with RUCKUS IoT

% of deal for partners

<table>
<thead>
<tr>
<th>Product</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruckus IoT</td>
<td>12%</td>
</tr>
<tr>
<td>VSZ + APs</td>
<td>63%</td>
</tr>
<tr>
<td>ICX switches</td>
<td>13%</td>
</tr>
<tr>
<td>CloudPath</td>
<td>5%</td>
</tr>
<tr>
<td>Ruckus Analytics</td>
<td>7%</td>
</tr>
</tbody>
</table>
Extract even more value with RUCKUS IoT Solutions

2x IoT revenue with solutions

Smart apartments with Samsung SmartThings

Occupancy management with RUCKUS IoT Insights

Condition monitoring with RUCKUS IoT Insights

More to come…
## Pro Services

Great resource for partners to design and deploy IoT

Knowledgeable about the IoT controller and IoT Insights

Available now

<table>
<thead>
<tr>
<th>SKU</th>
<th>Long Description</th>
<th>Pricing (MSRP/List)</th>
</tr>
</thead>
<tbody>
<tr>
<td>905-PRO1-VRIOT-ADV</td>
<td>Remotely delivered, IoT Installation and initial configuration and basic personalization. Must use 905-PRO1-VRIOT-ADV for each IoT sensor needing to be on-boarded.</td>
<td>$1500</td>
</tr>
<tr>
<td>905-PRO1-VRIOT-ADD</td>
<td>Multiplier for each additional (1) IoT sensor for integration in addition to the 905-PRO1-VRIOT-ADV Service.</td>
<td>$8.50</td>
</tr>
<tr>
<td>905-PRO1-VRIOTCUST</td>
<td>RUCKUS Pro Services IoT Customization Service. Requires detailed analysis of requirements before a quote can be provided.</td>
<td>Custom – Email <a href="mailto:RuckusProServTeam@Commscope.com">RuckusProServTeam@Commscope.com</a> for scoping.</td>
</tr>
</tbody>
</table>
Managed Networks
IOT

Pre-Integrated Surveillance, Energy Management and Access Packages

Bid & Quote estimation tools to simplify proposal process

Turnkey Design, Installation and Fulfillment

24/7/365 Support

Proactive Monitoring
Next Steps

Create Awareness
Educate customers about product features, benefits and new business model

Evaluate
Find that first POC / pilot!
First 90 days are free!

Purchase
Scale up and increase your deal size
Thank you!
Subscription model FAQ

1. Which versions of the IoT controller support the new subscription SKUs?
   - IoT Controller 2.0 and later will only support the new subscription SKUs. All prior versions will continue to support the perpetual license SKUs.

2. I bought perpetual licenses already. Am I going to have to pay more for the new IoT 2.0 release?
   - We plan to offer a 3 year subscription with enough device capacity for customers that already bought the perpetual licenses and want to install the 2.0 version. After 3 years, customers will have to renew based on their needs.

3. Do solutions such as occupancy management have an additional cost?
   - Solutions are enabled with a separate solutions subscription SKU and requires the Insights subscription and device capacity subscription to be purchased beforehand. Sensor hardware will need to be paid for separately as well.

4. Is there a trial period for evaluation?
   - Yes, the first 90 days are free with no restrictions.

5. What are the device count increments?
   - Device capacity subscriptions are in increments of 250 devices offered in 1/3/5 year terms.

6. How are devices counted towards the subscription limit?
   - All connected devices are counted towards the limit.

7. Are the feature tiers supersets of the lower tiers?
   - Yes, Premium includes Basic features and Insights include Premium and Basic features.
What are Solutions?
What are we selling?

- Combine things, subsystems – managed by Rules
- Deliverables: Generate Reports, Alerts, Service GUI
- Enterprise Services – Network, BOM, Insights templates
- Managed Services – full turn key, things/network, setup, management