

"Hi Eoin - glad you're back :)

"Please add Ruckus Wireless (RKUS) to the Chart Library...

"Ruckus Wireless recently went public at \$15 on Nov 16, and has shown a steady progression of higher lows and higher highs since initially dipping to \$12.25. Ruckus, headquartered in Irvine, CA, produces wireless access solutions for schools, hospitals, hotels, corporate campuses, and small/medium businesses. I am a customer, so I have done some unusual due diligence :)

"Ruckus provides a multi-point solution which competes with Cisco and a few others. The Cisco solution involves using multiple access points, each of which has up to 6 antennas that must be hand tuned during installation. For a hospital with 50 access points, that's a lot of work. Ruckus has a set of 6 antennas inside the unit, which dynamically tune themselves electronically (no moving parts), and strengthen the signal in the direction of the users. If you are walking around, it can literally follow you with improved signal strength. No hand tuning is required. Cisco operational setup is laborious (the book for the unit is over 1,000 pages). Setting up the Ruckus solution after installation involves turning on the "zone director" (think of it as a controller for the units), providing it a few pieces of information, and sitting back while it automatically configures all the access points in about 10 minutes.

"Both Cisco and Ruckus provide outstanding "shielding" of your network from your neighbors' access points, which means your network performance is not impacted by the signal strength of "competing" access points. Both companies are attempting to provide uber-quality hardware/software -- with Ruckus, it is so-far-so-good, and with Cisco it is years and years of strength in this area (no one ever got fired for buying Cisco hardware). This will continue to be a critical success factor for the company (a big slipup here would be bad).

"These solutions are sold by resellers, who sell both the equipment and the installation/tuning and support contract. Resellers provide equipment from multiple vendors, and are almost always asked for their recommendation by their customers. The Ruckus resellers that I was able to get info from are VERY enthusiastic. These guys also offer Cisco products, but prefer Ruckus because it is far easier to install/tune (hence cheaper for the customer and more profitable for the reseller, as they usually quote a fixed price for the job), easier to support (more profitable for the reseller who sells the support contract), and provides a solution at a lower cost of hardware (leaving more room for reseller margins).

"Ruckus appears to be doing a good job of penetrating the resellers so far, and this is a nontrivial task, since Cisco is sold by almost all of these guys. The speed with which they can accomplish this penetration will be a critical success factor, as well as a business risk.

“I've used the Ruckus system for over a year, and this is the first year I've not had to replace at least 1 access point, the first year I've never had to reboot an access point, the first year I've not had to mess around with an access point because it's signal weakened (probably interference from a neighbor)... etc. The system has survived multiple power surges, 1 from lightening and several from a flaky generator. Suffice it to say I am a happy camper :).