

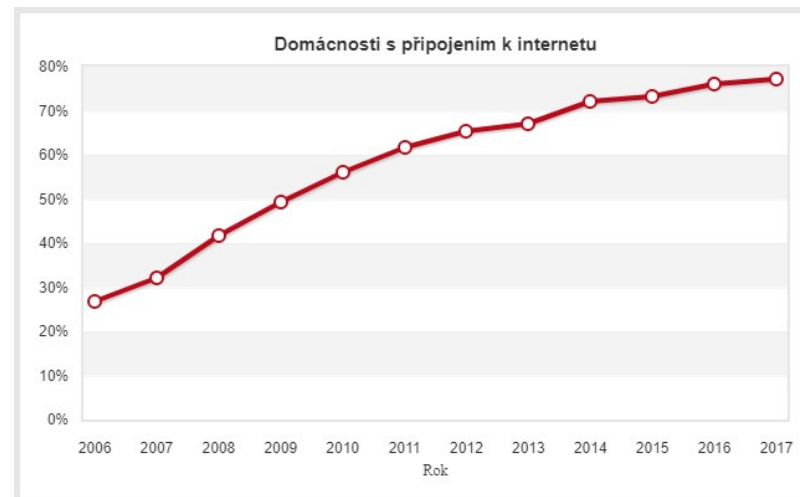
## Bezdrátové technologie nové generace

Roman Štemberk

08.03.2018



## ISP: Monetizace v roce 2018



Zdroj: ČSÚ [https://www.czso.cz/csu/czso/informacni\_technologie\_pm]

## Jak tedy vydělat?

Akvizice zákazníků od konkurence

Prodej služeb

Dodávka HW

Dodávka prémiového HW a služeb

## Řešení?



Historie

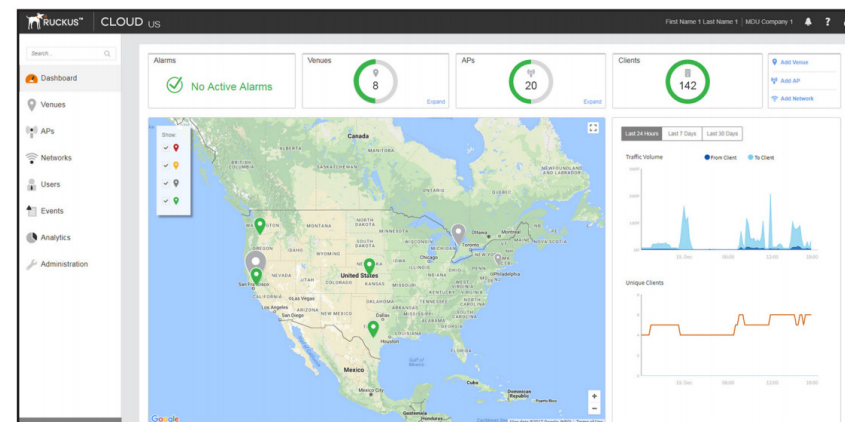
Partnerský program

Současnost

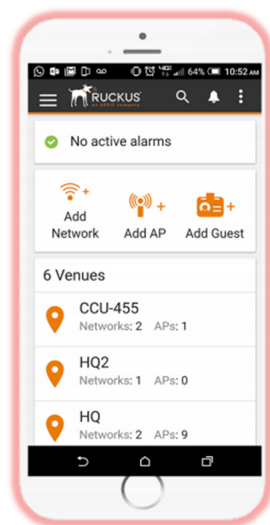
## Ruckus Cloud Wi-Fi



## Ruckus Cloud Wi-Fi



## Ruckus Cloud – mobilní aplikace



## Ruckus Cloud – 60 dní zdarma

Klikni: <https://cloud.ruckuswireless.com/>



## RUCKUS CLOUD WI-FI

Let's Get Your Free Trial Started

We told you that Ruckus Cloud Wi-Fi simplifies WLAN management. Try it for yourself. No obligation, no credit card required. See how easy it is to set up, monitor and manage.

- Free 60-day trial of Ruckus Cloud Wi-Fi
- Free Ruckus 802.11ac access point\*
- Free Ruckus Cloud mobile app for anywhere management
- Free phone and chat support

Please fill out the form below.

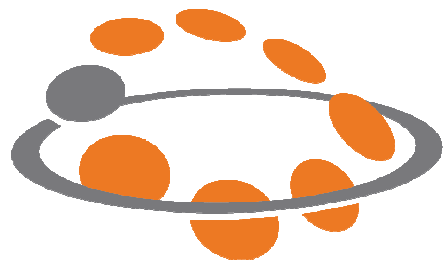
First Name:	Last Name:
<input type="text" value="Roman"/>	<input type="text" value="Sternberk"/>
Business Phone:	
<input type="text" value="+420736625838"/>	
Business Email:	
<input type="text"/>	
Job Title:	Company Name:
<input type="text" value="Other"/>	<input type="text" value="PROFICOMMS s.r.o."/>

## Ruckus Unleashed

Přechod

25x

Zdarma



Captive portal

## Ruckus ICX switches

Aplikace

Záruka

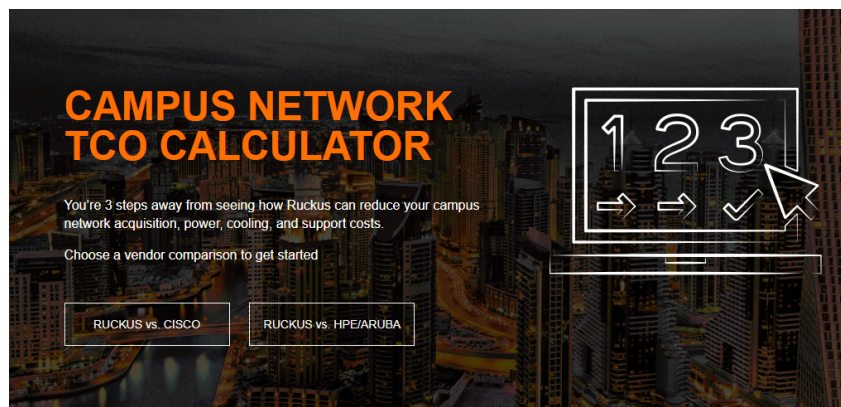
L3 routing



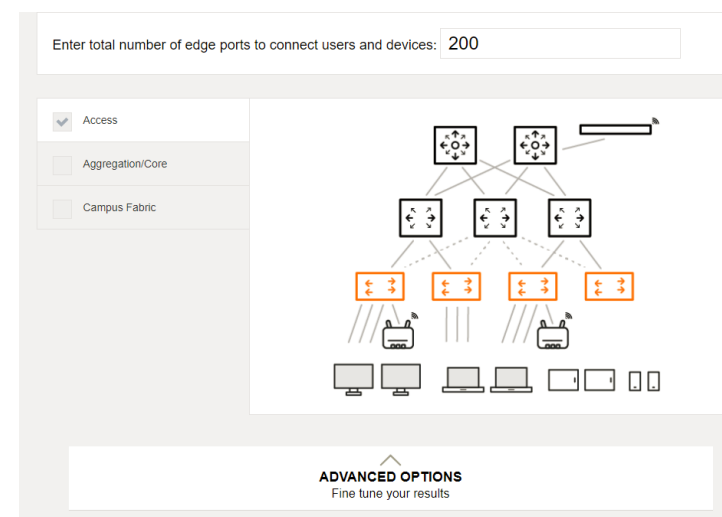
High end WiFi ready

## TCO kalkulátor

<https://www.ruckuswireless.com/icx-tco>



## TCO kalkulátor



## TCO kalkulátor

### ADVANCED OPTIONS

Fine tune your results

CLOSE

#### Oversubscription Level (Access/Aggregation)

Choose the level of network oversubscription between the access and the aggregation layer.

- ☐ High (20:1)
- ☒ Medium (10:1)
- ☐ Low (5:1)

#### Cost per Kilowatt/Hour

(between \$0.01-0.40, default: \$0.11)

\$ 0.11

#### Cost per Square Foot of Office Space

(between \$0-999, default: \$25)

\$ 25

#### Oversubscription Level (Aggregation/Core)

Choose the level of network oversubscription between the aggregation and core layer.

- ☐ High (4:1)
- ☒ Medium (2:1)
- ☐ Low (1:1)

#### Hardware Discount Level

Ruckus (between 0-99%, default: 20%)

20 %

Cisco (between 0-99%, default: 20%)

20 %

#### Level of Service and Support

Choose the level of service and support between Basic (next business day on site) and Premium (4 hours on site).

- ☒ Basic (Next Business Day)
- ☐ Premium (Within 4 Hours)

#### Service & Support Discount Level

Ruckus (between 0-99%, default: 15%)

15 %

Cisco (between 0-99%, default: 15%)

15 %

## TCO kalkulátor

☐ Compact Enterprise Switch (PoE)

☐ Advanced Compact Switch with 10G Uplinks (PoE)

☒ Entry Level Enterprise Switch (PoE)

☐ Entry-Level Stackable with 10G Uplinks (PoE)

☐ Entry-Level Stackable with dual power-supplies(PoE)

☐ MultiGigabit Stackable (PoE)

☐ Mid-Range Stackable (PoE)



#### Ruckus ICX 7150-48P 4x1G

- 48+2 GbE port PoE+ switch
- 4 SFP & 2 RJ45 uplinks can be used concurrently
- 4x 1GbE SFP upgradable to 4x 10 GbE SFP+ with SW license
- 370W PoE budget
- Base L3 upgradable to full L3 with SW license
- Stackable up to 12 units, Campus Fabric support
- Silent operation configuration option



#### Cisco C2960L-48PS-LL 4x1G

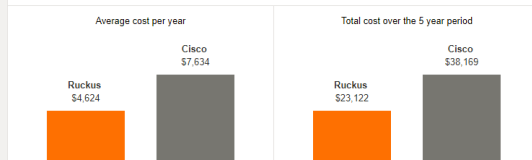
- Catalyst 2960L 48 port GigE with PoE
- 4 x 1G SFP
- LAN Lite, L2 only
- 370W PoE Budget
- Non-stackable

## TCO kalkulátor

This is your Total Cost of Ownership vendor comparison for a network Access Layer solution based on the Ruckus ICX 7150-48P 4x1G versus an equivalent solution based on the Cisco C2960L-48PS-LL 4x1G. The comparison covers the total cost of acquisition and operation for the Access Layer of a network offering a total of 200 Edge Ports to connect users and devices.

	Ruckus	Cisco	Savings with Ruckus	
Acquisition costs	\$9,600	\$18,380	\$8,780	48 %
Service and Support 5 years	\$2,890	\$7,672	\$4,782	62 %
Power and Cooling 5 years	\$1,807	\$3,292	\$1,485	45 %
Floor Space cost 5 years	\$8,825	\$8,825	\$0	0 %
Total Access Layer Savings			\$15,047	39 %

Cumulative Operations Cost include Hardware Depreciation + Operating Expenses



[I want to calculate again](#)

[Get your TCO Report](#)

## Novinky

- **Gpon Reference**
  - Raisecom
  - 10x OLT v kruhu
  - 4000 klientů
- **Gpon Reference 2**
  - Raisecom
  - Univerzální šasi – kombinace GPON, EPON, 10G GPON
  - Stovky uživatelů
  - Bratislava
- **Přístupové switche**
  - Edge-Core
  - Modernizace přístupových switchů
  - 415 switchů 1G s 10G uplinkem

Závěr

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