

### WHAT'S A MARKETING RUCKSACK?

The Marketing Rucksack is a toolkit with content, resources and assets to enable you to easily create marketing materials for your own campaigns to drive awareness & demand for Ruckus solutions. The kits are focused on specific Ruckus products (e.g., Unleashed) as well as solutions (e.g., primary education).

Each Rucksack will include:

- [Messaging](#) - primary and secondary positioning statements for the specific product or solution
- [Copy blocks](#) of different lengths - cut & paste the messaging that best suits your needs for email or other communications
- [Marketing assets](#) - leverage as a call-to-action for your demand generation activities
- [Graphics](#) - use to add visual interest draw the reader's eye to the message in your marketing collateral
- Email templates - customize by adding your company information and value proposition. These are housed on the main category page [here](#)

In this document, we've included the messaging, copy blocks, and links to assets and graphics for Higher Education.

### MESSAGING

**Primary messaging:** Fast Wi-Fi and hassle-free access used to be enough to keep students happy. Now IT teams are asked to drive enrollment, engage students in campus life and to find new ways to save energy and go green. If this sounds familiar, maybe it's time to start your journey to become a Smart Campus.

**Secondary messaging:** Ruckus Networks Smart Campus solutions can help. A Ruckus network can deliver, manage and secure your Wi-Fi, wired Ethernet, in-building LTE, IoT and personal student network connections.

### COPY BLOCKS

The bold text in the first line is the headline. Each successive cell of the table has additional text to what was in the cell before. You can use some, or all the text in your own campaigns.

	Word Count
<p><b>Elevate the Student Experience with Ruckus Smart Campus Solutions</b></p> <p>A Smart Campus starts with ubiquitous, reliable wired and wireless connectivity, indoors and out. It includes management solutions, network intelligence and location-based services to create a unified system that brings intelligence and decision-making closer to users and devices, and gives administrators the technology to make the campus safer and more efficient.</p>	60
<p><b>Elevate the Student Experience with Ruckus Smart Campus Solutions</b></p> <p>A Smart Campus starts with ubiquitous, reliable wired and wireless connectivity, indoors and out. It includes management solutions, network intelligence and location-based services to create a unified system that brings intelligence and decision-making closer to users and devices, and gives administrators the technology to make the campus safer and more efficient.</p> <p>You can trust Ruckus on your Smart Campus Journey. Around the globe, college and university IT departments trust Ruckus to help them deliver lightning-fast, reliable wireless and wired connectivity everywhere on campus, build smart solutions and experiences to create the campus of the future. All</p>	159

<p>Ruckus solutions use open APIs, allowing you to easily integrate with devices, applications and management solutions from multiple vendors – or even solutions created on your own campus. And they're backed by industry-leading IoT partners that deliver ready-to-deploy solutions for advanced analytics, smart lighting, video surveillance, building automation and many other Smart Campus use cases.</p>	
<p><b>Elevate the Student Experience with Ruckus Smart Campus Solutions</b></p> <p>A Smart Campus starts with ubiquitous, reliable wired and wireless connectivity, indoors and out. It includes management solutions, network intelligence and location-based services to create a unified system that brings intelligence and decision-making closer to users and devices, and gives administrators the technology to make the campus safer and more efficient.</p> <p>You can trust Ruckus on your Smart Campus Journey. Around the globe, college and university IT departments trust Ruckus to help them deliver lightning-fast, reliable wireless and wired connectivity everywhere on campus, build smart solutions and experiences to create the campus of the future. All Ruckus solutions use open APIs, allowing you to easily integrate with devices, applications and management solutions from multiple vendors – or even solutions created on your own campus. And they're backed by industry-leading IoT partners that deliver ready-to-deploy solutions for advanced analytics, smart lighting, video surveillance, building automation and many other Smart Campus use cases.</p> <p>Key Ruckus Solutions Include:</p> <ul style="list-style-type: none"> <li>- Cloudpath             <ul style="list-style-type: none"> <li>o Hassle-free, self-service on-boarding &amp; pre-boarding</li> <li>o Personal networks</li> <li>o Manage policy for all devices</li> </ul> </li> <li>- SmartZone             <ul style="list-style-type: none"> <li>o Easily set-up, manage and troubleshoot the network</li> <li>o Campus-level view of the entire infrastructure</li> <li>o Customizable dashboard interface</li> </ul> </li> <li>- SCI             <ul style="list-style-type: none"> <li>o Glean actionable insights from thousands of devices</li> <li>o Machine learning network intelligence</li> </ul> </li> <li>- Access Points             <ul style="list-style-type: none"> <li>o Wall-mount APs for residence halls &amp; IPTV</li> <li>o Industry's best outdoor APs</li> <li>o Best connection to every device</li> </ul> </li> <li>- ICX Switches             <ul style="list-style-type: none"> <li>o Industry's leading performance/value</li> <li>o Easy-to-manage campus fabric</li> <li>o End-to-end data privacy</li> </ul> </li> <li>- SPoT             <ul style="list-style-type: none"> <li>o Track assets</li> <li>o Target services &amp; information</li> <li>o Easy deployment</li> </ul> </li> </ul>	<p>266</p>

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### MARKETING ASSETS

#### Case Studies

- [Albertus Magnus College](#)
- [Canterbury College](#)
- [Del Mar College](#)
- [Drew University](#)
- [Evangel University](#)
- [Harper Adams University](#)
- [Lamar University](#)
- [Neumann University](#)
- [Park West](#)
- [Universidad Interamericana para el Desarrollo \(UNID\)](#)
- [University of Regina](#)
- [Western Sydney University](#)

#### E-book

- [Introducing the Smart Campus](#)

#### Solution Briefs

- [Elevate Higher Education with Smart Campus Learning](#)
- [Making College Safer with a Smart Campus](#)
- [Powering the New “Smart Campus” Lifestyle](#)
- [Smart Campus - Personal Student Networks](#)

#### White Papers

- [10 Myths About Wi-Fi in Higher Education](#)

### GRAPHICS

#### Higher Ed

- Student - Laptop
  - [1200x800px](#) (recommended for flyers)
  - [600x200px](#) (recommended for email headers)
- Students - Library
  - [1200x734px](#)
  - [600x200px](#)
- Ruckus Dog - Graduation
  - [600x200px](#)

#### Email banners aligned with email template headlines

- [Hot air balloons](#)
- [Student - Tablet](#)