

November 2018

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 Primary Education.

MESSAGING

Primary messaging: Is your school or district transitioning to digital learning? Do your teachers need reliable Wi-Fi for student Chromebooks, iPads or laptops? If yes, how do you know how much network you need to support your needs today, and until your next network refresh?

Secondary messaging: Check out the Ruckus infographic, “Phases of Digital Learning,” in the K-12 brochure and learn what infrastructure is needed for student-centered learning, immersive learning with VR headsets, and more. Ruckus has you covered with future-proof networks with multi-gigabit wired and wireless, Cloud-managed Wi-Fi and switches you can upgrade with just software.

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>A Connected Classroom for Digital Learning with Ruckus Solutions</p> <p>Almost all the latest classroom technologies—laptops, tablets, digital learning applications, online games and apps—now connect over the Wi-Fi network, and they’re chewing up huge amounts of bandwidth. With Ruckus, you can provide the highest device density per AP, wired network scaling capabilities, flexible management infrastructure and easiest device onboarding available to deliver the best digital education experience.</p>	68
<p>A Connected Classroom for Digital Learning with Ruckus Solutions</p> <p>Almost all the latest classroom technologies—laptops, tablets, digital learning applications, online games and apps—now connect over the Wi-Fi network, and they’re chewing up huge amounts of bandwidth. With Ruckus, you can provide the highest device density per AP, wired network scaling</p>	196

<p>capabilities, flexible management infrastructure and easiest device onboarding available to deliver the best digital education experience.</p> <p>Robust wireless connectivity for classroom and student devices gives students access to immersive digital content, including virtual reality applications, which requires continuous and reliable wireless connectivity. The need for a network and security that can handle the multitude of devices and connectivity requirements are satisfied by Ruckus products. The Ruckus Campus Fabric technology brings campus networks into the modern era to support seamless wireless mobility and network security and to ease application deployment. Ruckus Cloud Wi-Fi offers an intuitive interface for management of WLANs from any location. For security, Ruckus Cloudpath secures every connection, protecting student and staff data in transit between device and access point with powerful encryption. A secure network that scales to handle the device growth and meet the demands of the digital learning environment is the cornerstone of solid learning foundations for children.</p>	
<p>A Connected Classroom for Digital Learning with Ruckus Solutions</p> <p>Almost all the latest classroom technologies—laptops, tablets, digital learning applications, online games and apps—now connect over the Wi-Fi network, and they’re chewing up huge amounts of bandwidth. With Ruckus, you can provide the highest device density per AP, wired network scaling capabilities, flexible management infrastructure and easiest device onboarding available to deliver the best digital education experience.</p> <p>Robust wireless connectivity for classroom and student devices gives students access to immersive digital content, including virtual reality applications, which requires continuous and reliable wireless connectivity. The need for a network and security that can handle the multitude of devices and connectivity requirements are satisfied by Ruckus products. The Ruckus Campus Fabric technology brings campus networks into the modern era to support seamless wireless mobility and network security and to ease application deployment. Ruckus Cloud Wi-Fi offers an intuitive interface for management of WLANs from any location. For security, Ruckus Cloudpath secures every connection, protecting student and staff data in transit between device and access point with powerful encryption. A secure network that scales to handle the device growth and meet the demands of the digital learning environment is the cornerstone of solid learning foundations for children.</p> <p>Ruckus Campus Fabric</p> <ul style="list-style-type: none"> - Simplified Operations - Improved Scalability and Performance - Lower Cost of Acquisition and Operation <p>Ruckus Cloudpath</p> <ul style="list-style-type: none"> - Secure Multivendor Network Access - Certificate Management - Self-Service Onboarding and Device Enablement - Policy Management - Third-Party Product integration (via API) <p>Ruckus Cloud Wi-Fi</p> <ul style="list-style-type: none"> - Easy Management - Visibility and Control from Anywhere - Better Performance at Lower Cost of Ownership 	<p>259</p>

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MARKETING ASSETS

Brochure

- [K-12 Brochure](#)

Case Studies

- [Belleville School District](#)
- [Christian Academy Louisville](#)
- [Eton College](#)
- [Forest Hills Public School District \(FH\)](#)
- [Kentucky Christian Academy](#)
- [Minooka Intermediate School](#)
- [St. Jozefs College](#)
- [Victor Central School District](#)

Data Sheets

- [Cloudpath Enrollment System](#)
- [Ruckus Cloud Wi-Fi](#)

Solution Brief

- [Virtual Reality Classroom Kit](#)

White Papers

- [Transforming the Network with Ruckus Campus Fabric](#)

Blog posts

- [Bridging the digital divide with connected school buses](#)
- [VR is connecting your classroom to the world](#)

GRAPHICS

K-12

- Kids – Wi-Fi Superheroes
 - [1200x800px](#) (recommended for flyers)
 - [600x200px](#) (recommended for email headers)
- Kids - Devices
 - [1200x800px](#)
 - [600x200px](#)

Email banners aligned with email template headlines (600x200px)

- [Accelerate – Race Car](#)
- [Waves - Surfing](#)
- [Smooth Sailing - Boat](#)