

ARRIS and Ruckus: A Conversation in the Corner Office Video Transcript

Q: WHY DID ARRIS ACQUIRE RUCKUS?	
Bruce McClelland ARRIS CEO	“What we see around the world is demand for more bandwidth. Every year, the amount of bandwidth consumed is growing by 50%, so in order to keep up with that, you need new innovation both on the wired side—how you deliver the bandwidth to where it needs to be—and then with the last connection to the consumer. And you need both of those; you can't have one or the other.”
Bruce McClelland	“What Dan and his team have really been able to do, despite some of the internal distractions, is focus on what's going on in the market and make sure that they execute. And that's been impressive to watch as I've gotten out and talked to the customers and the channel partners—they have the sense that the team is there for them.”
Dan Rabinovitsj President, Ruckus Networks, an ARRIS company Enterprise Networks	“This is an important milestone, but it's just the beginning. The team is already focused on doing what we need to do—which is to win in the market, deliver products and delight customers.”
Q: WHAT OPPORTUNITIES MOST EXCITE YOU?	
Dan Rabinovitsj	“I'm still excited about the core business that's coming over. If we continue to execute on that, we're going to have a very healthy business.”

Bruce McClelland	“One of the important theses behind the acquisition was to allow us to think about building out a new enterprise-based business. And as I've gotten around and been able to talk to a few of your customers, there's a huge potential for us to really build on the platform you've created—the platform being this strong set of channel partners and add more to that business. The vision is we're going to become one of the largest technology companies providing technology and services to both carriers and enterprise. We have a huge runway ahead of us in that area. What could be more exciting than that? It's fantastic.”
Q: HOW WILL YOU REDEFINE CONNECTIVITY?	
Bruce McClelland	“One of the biggest jobs Dan and I have is looking at the technology trends and then making the right bets.”
Dan Rabinovitsj	“The kind of fun thing here is redefining connectivity. Being connected is a commodity-style experience, but bringing technology to the market that the market looks at as a completely new way to operate is changing the market fundamentally.”
Bruce McClelland	“Your comment about connectivity being a commodity is an interesting thought, because on one level it is, so the magic is not really about getting the physical connection; it's around understanding the dynamics and the analytics on top of that, and then creating a platform that allows our customers to do new things with the knowledge. That's how you differentiate and really redefine what connectivity means for our customers.”
Q: WHAT IS THE NEW RUCKUS BRAND STRATEGY?	
Bruce McClelland	“The brand equity that we picked up through the Ruckus acquisition we don't want to lose, so we're going to preserve that and really invest around it. At the same time, we're trying

	to raise awareness around the ARRIS brand with enterprise customers and really reinforce that what we're bringing to the table are the scale and capabilities of a larger company to really increase confidence in the business. So, you can see, with the new brand, we're trying to accomplish both things at the same time.”
Dan Rabinovitsj	“This is exactly where we wanted to go. And given the cult-like following around the Ruckus brand, we didn't want to see that disappear, for obvious reasons. What we're doing with the brand actually creates exactly the right set-up. Going forward, people will be seeing us and making the same association: that this is still the Ruckus brand in the enterprise market.”
Q: WHAT’S NEXT?	
Bruce McClelland	“One of the big priorities is getting our smart people together on both sides and really thinking about what the combined portfolio can look like. The big priority is around two big themes: one is employees, and the other is customers and channel partners. I’ve always said that if you take care of your employees, they'll take care of your customers. And so what we've been focused on is really connecting with employees and making sure we tap into the enthusiasm—making sure they understand what the strategy is, what we're trying to accomplish and how they fit into that equation.”
Dan Rabinovitsj	“I completely agree with Bruce. I think a lot of this really is focused on making sure that the entire customer base, the channel partners, distributors—everyone—feels comfortable with what we're doing. And on the employee side, we've already started, as part of the integration, to partner and pair up people in different organizations. That's the key.”

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