



#bettertogether

The Last Switch You'll Ever Make: Telemarketing Script

How to pitch our ICX Solutions to your wireless customer

COMMSCOPE®

PartnerPRO®
NETWORK

PURPOSE

- This script is to be used in association with the RUCKUS Edge Switching campaign ([Last Switch You'll Make](#))
- This asset is designed to assist partners in their lead generation activities. It is geared to be used either by a telemarketing agency or internal sales calling on end-users

TARGET AUDIENCE

- The primary audience for the telemarketing script is a partner with end users who have already purchased a RUCKUS wireless solution (but are using another vendor's wired solution)
- The assumption is that the partner already knows the RUCKUS wireless end user
- There will be another telemarketing script which addresses net-new business development

PROGRAM DISCLAIMERS

- The script narrative follows a natural sales cycle
 - Introduction and engagement with the customer
 - Delivering insight to the customer
 - Identifying an opportunity for switching
 - Setting the buying criteria and delivering a value proposition
 - Call to action and next steps

Background information on Commscope

- Whether the connection is wired, Wi-Fi, cellular—or all three at once—CommScope builds solutions that are simple, reliable and adaptable, ensuring that user experience improves as your network evolves. We hold one of the most comprehensive portfolios in the industry.
- CommScope Facts and Figures
 - 90% of Fortune 500 companies choose CommScope for their solutions
 - We are a company of approximately 30,000 innovators
 - Our \$800M investment each year in R&D has developed over 15,000 patents

ABOUT RUCKUS

- For over 15 years, RUCKUS has been at the forefront of wireless technology, building on this innovation with converged management for wired networks, RUCKUS technology delivers high performance, high quality connectivity, no matter how challenging the environment.
 - Our award-winning ICX technology was inherited from Brocade as part of the acquisition in 2016. This technology started with the Foundry networks platform, and we have continued to invest and develop our switching technology to deliver the highest performance and most cost-effective solutions on the market today.
 - <https://www.commscope.com/product-type/enterprise-networking-carrier-wi-fi-cbrs/ethernet-switches/>

This script is a guide to help you identify and qualify a switching opportunity from your wireless install base and set up a call to action.

1. Introduction and engagement with the customer

Before you call the end-user, research online and review notes in your CRM to check for any new expansions, announcements, new deals or recent activity on social media to provide greater context for your discussion. For example:

“Good afternoon Mr./Ms_____

My name is _____ from _____, I want to thank you for your continued loyalty and your business. The purpose of my call is to provide some insight into how to maximize your existing investments in the RUCKUS wireless technology, by looking at the whole networking infrastructure.”

2. Delivering Insight to the Customer

Delivering insight to the customer is an important way to challenge the status quo and differentiate. For example:

“We’re noticing many of our customers are addressing the following trends by upgrading their networking infrastructure, are these themes you are looking to explore in 2020?”

Examples of insight come from what you see from your customers and also market trends, here are some examples:

- **Cloud Computing:** Networking teams are accelerating their cloud adoption with over 70% of businesses in EMEA migrating systems to Cloud hosted services (e.g. Salesforce, SAP, Skype for Business). More data-rich business-critical applications as well as more latency critical voice and video applications are running on the network than ever before, thereby, stretching the capacity of aging networks and infrastructure.
- **IoT and Network Complexity:** The types of devices contributing to internet traffic are changing dramatically with 2X more IoT devices like RFID readers and chip cards, smart meters, security cameras etc creating increased demand, not only for multi-gig connectivity, but power supply as well.
- **Boosting Productivity:** Currently 80% of IT time is spent on routine maintenance, however IT is no longer there to keep the lights on. Three-quarters of CEOs in digitally mature organisations want technology to ‘make money’. How do enterprises invest in their infrastructure to boost productivity whilst conserving OPEX spend?

“These trends are forcing enterprises to do MORE with LESS. Yesterday’s network cannot support tomorrow’s challenges.”

3. Identifying an Opportunity for Switching

Having shared why networks need to evolve, next we identify if there is a switching opportunity with the customer. The most common scenario your customer is facing is an ageing wired infrastructure causing challenges with performance.

Q1: Is your wired infrastructure more than 5 years old, and as a result are you seeing problems in the overall performance or stability of the network?

Q2: Are you looking to upgrade your network to Wi-Fi 6 and therefore require a multi-gig switches to unleash the full potential of this wireless investment?

Q3: Are your IT teams struggling with troubleshooting and configuration across two distinct (wired and wireless) management systems resulting in lengthy moves, adds and changes across the network?

Q4: Are you looking to launch data rich applications and services e.g. Zoom, Skype for Business or IoT applications and networks across your organization demanding uniform policy management and superior performance as well as PoE?

Our experience is that if the customer answers yes to any of these four questions you have an opportunity.

4. **Setting the Buyer's Criteria and Delivering the Value Proposition**

Once you've identified a potential opportunity, uncover your customers most pressing priorities regarding this investment so you can be sure to deliver a value proposition perfectly aligned to these criteria, and pre-empt the competition. Challenge the status quo and seek outcomes and clarification rather than simply a list of requirements or materials.

Management: "Based on your challenges with management of your network, a seamless management layer for both your switching and wireless, will give you full visibility allowing you to configure and troubleshoot faster."

OPEX: "Based on your challenges of spiraling OPEX costs and a lack of resources, investing in a scalable modular network will address your concerns; simplifying your set-up, management and avoiding costly rip-and-replace expansions ensuring your investment is protected."

Performance: "Based on your challenges with performance, or goals to upgrade your wireless network, having a multi-gig switching network will enable your Next-Gen deployment, increase performance and deliver on your requirements for high resiliency, power and traffic growth."

See real-world examples of setting a buyers criteria in the appendix.

Delivering our Value Proposition: Give your customers the Edge

"Did you know, when pairing a RUCKUS Switch to a RUCKUS wireless network, customers enjoy benefits in management, cost efficiencies and performance. On average, a RUCKUS solution is 20% cheaper to acquire and 42% cheaper to operate over 5 years than that of the competition"

- **Converged Management:** Spend less time and save money by managing all the network elements through a single pane of glass and automate provisioning to get up and running faster
- **Pay as you Grow:** Conserve CAPEX and OPEX as you grow by deploying upgradeable fixed switches as the need arises, minimizing disruption and costly forklift upgrades
- **Performance:** Deliver the power and performance your applications require, at a cost your business demands with a lower total-cost-of-ownership to manage your enterprise-grade network

5. **Call to Action and Next Steps**

Confirm interest with the customer and set up a follow-up meeting to dive into the specific requirements, drawing on further resources if needed.

“I’d like to schedule a follow-up discussion with yourself, and your project team to better define a solution that meets your specific requirements. We can share references of similar customers and discuss how we can collaborate to solve your business problems together.”

APPENDIX: LINKS TO ADDITIONAL RESOURCES

RUCKUS Edge - Sales Enablement On-Demand recording: <https://ruckuswireless.egnyte.com/dl/CqY7Kj9mxZ>

RUCKUS Edge – Sales Enablement PDF: <https://ruckuswireless.egnyte.com/dl/q7pxaUNgDc>

RUCKUS Edge Sales Cheat Sheet: <https://ruckuswireless.egnyte.com/dl/Bvv79ZQvWY>

ICX Datasheet: <https://partners.ruckuswireless.com/system/files/hp/ruckus-icx-family-sales-guide.pdf>

Competitive Battlecard: <https://partners.ruckuswireless.com/system/files/ruckus-icx-competitive-battle-cards.pdf>

Velocity Promotion: <https://partners.ruckuswireless.com/system/files/velocity-program-emea-reseller.pdf>

Marketing Campaign: <https://partners.RUCKUSwireless.com/last-switch-youll-ever-make>

Website: <https://www.commscope.com/product-type/enterprise-networking-carrier-wi-fi-cbrs/ethernet-switches/>

Customer Reference: <https://www.commscope.com/resources/case-studies/leigh-academy/>

Setting the Buyer Criteria

A fully accredited University with multiple departments and almost 15,000 students. They had 1000 Ruckus Aps with another vendors switching. The university has been upgrading the campus and expanding facilities and dormitories.



CUSTOMER CHALLENGE

- Old and ageing switching networking (at least 5 years old)
- Large campus and network run by limited IT staff and budget
- Too much time spent on managing wired and wireless separately
- Issues with mangement and reporting platforms with little visibility into the network



BUYING CRITERIA

- A high-performance, scalable network with exceptional throughput and investment protection
- Consolidated wired and wireless management to simplify network deployment and troubleshooting

Setting the Buyer Criteria: Low-Touch Management

A major, multi-national pharmaceutical company spanning many employees and many campuses around Europe



CUSTOMER CHALLENGE

- High OPEX costs to manage the network
- A high-performance network with high resiliency to deliver data-rich applications
- Greater visibility and insight needed from the network
- Tight delivery schedule



BUYING CRITERIA

- Speed to deployment via a simplified network architecture
- Unified and proactive management with reduced OPEX
- Superior data visualization capabilities to allow insight into the network

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow.

Discover more at [commscope.com](https://www.commscope.com)

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