Wi-Fi Technology Innovator Ruckus Wireless Counts on Arena PLM to Make Wi-Fi Reliable for Home, Office and Hot Spot Use Around the World



ARENA CASE STUDY

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Situation

Wi-Fi has quickly become the de facto standard for connecting all types of computers, handheld devices and other enabled devices. But, as use becomes more pervasive, so does concern with the reliability and capacity of Wi-Fi for supporting business-critical applications. At the same time, customers are demanding more bandwidth at lower prices. Wi-Fi is now expected to do more than merely provide casual connectivity to the Internet. It is expected to reliably support voice, video and data over an extended range while delivering predictable performance – and at manageable costs. Thus far, this has been impossible.

As a technology that operates in an unlicensed band, Wi-Fi suffers greatly from interference, erratic performance and poor range. In the wireless LAN marketplace, small and medium businesses and hot spot operators struggle with the problem of having no truly viable Wi-Fi choice. Larger enterprises require stable, secure bandwidth with minimal latency and central management abilities. The only two choices they have are costly and cumbersome enterprise-class systems or cheap consumer-grade equipment that fails to address the issues of reliability, cost, extended signal range and security.



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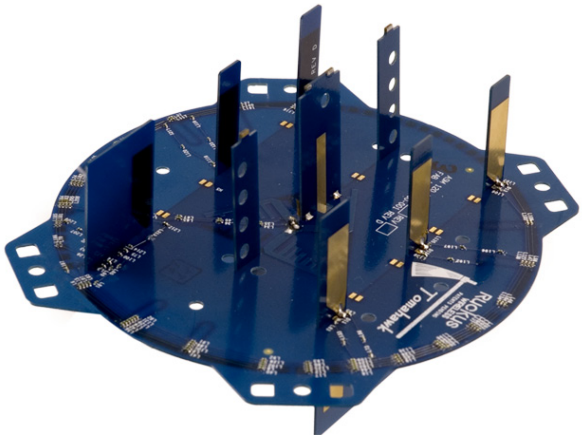
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Wi-Fi technology innovator Ruckus Wireless (www.ruckuswireless.com) is the only Wi-Fi equipment supplier focused on addressing the issue of reliability and predictable Wi-Fi performance and bridging the gap between high-end and consumer-grade equipment. The company is building the next generation of Smart Wireless LAN systems to make Wi-Fi reliable enough to be used as everywhere: in the home, office, hot spot and around the world.

The Challenge

Formed in 2004, Ruckus Wireless has become a competitor to watch in the explosive wireless LAN market. In a fast-changing ten years, the company, designated as a 2007 Technology Pioneer by the World Economic Forum, winner of 2013 Wireless Broadbrand Alliance Chairman Award for Best Technology Partner and 2013 CRN Tech Innovator awardee for Best Wireless Networking Solution, has more than 24,400 end-customers around the world and successfully navigated an IPO in the dicey market of 2012, maintains a consensus "Buy" rating with a market cap of 1.17 billion at the beginning of 2014. Its growth has been rapid and demand for its products strong. It holds 55 patents with an additional 80 pending for its revolutionary technology.

Like all other successful, fast-growing companies, Ruckus Wireless needed to continue to innovate quickly, speed products to market, manage costs, maximize efficiency and meet quality and regulatory compliance requirements, while simultaneously ramping up its infrastructure to effectively accommodate the crush of orders, requests and relationships that ensued as the company took off. Now, in addition to these growth needs, it must manage mature product lines through the full cycle of service and eventual end of life as well as new product introduction (NPI) activities.



This hyper-growth phase had Ruckus Wireless looking for an infrastructure that offered the company a high level of control and helped it avoid potentially costly errors related to manual processes. In addition, Ruckus needed this system to be able to scale as the company grew larger, to support new product offerings, expand into new markets, and experienced greater use by more employees and contractors around the world.

As a highly entrepreneurial organization, cross-company communication was a must—marketing, operations, sales, and engineering needed a strong platform on which to collaborate to bring products to market. In addition, because Ruckus outsources manufacturing, the platform had to be able to handle the added complexity of managing those relationships, with timely and accurate communications, monitoring each partner and the information distributed around the world. Ruckus Wireless realized that to maximize growth, it had to proactively take advantage of a full-featured enterprise product lifecycle management (PLM) technology.

ARENA CASE STUDY

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Arena PLM Delivers

After evaluating PLM software targeted specifically to fast-growing businesses that need scalability, Ruckus Wireless selected Arena PLM for its robust functionality and on-demand delivery model. By choosing Arena PLM, Ruckus got all the benefits of PLM it wanted without the extensive upfront costs associated with traditional client/server PLM. And, as the company has expanded, it has been able to incrementally add users and expand the footprint of functionality, so its software investment and use have grown according to the company's need.

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The on-demand delivery benefits associated with Arena PLM also include regular updates and improvements that, when rolled out, are instantly available to all users without any service interruption. Ruckus appreciated that it would never be version-locked on old releases and left paying maintenance for only telephone support and bug fixes as is typical with client/server software.

"Arena PLM is very intuitive. It was easy to get everyone up to speed. An important element in our success was training. Once people saw what the system could do, they wanted to use it," said Hom.

Ruckus Wireless implemented Arena PLM in less than one week. Now the software serves as a central repository for all of the company's data and a platform on which everyone can find what they need, when they need it. Engineering change orders (ECOs) that were once handled manually are more effectively managed, preventing potentially costly errors and ultimately helping to improve quality and time to market.

"Arena allows our extended enterprise—from America to Malaysia to Taiwan—to easily view and update product information and see its current status. It's a much more efficient way to manage our manufacturing and change processes. Now we all know the information is completely accurate and up-to-date," said Hom.

Ruckus has customized Arena PLM so the company can capture and organize information according to its needs, and then configure the way its users view that information and interact with one another around it. This has been particularly beneficial for the non-technical users at Ruckus.

ARENA PLM

Arena PLM is a cloud-based solution for BOM management and product change management. It bridges the gap between design, engineering and production by a controlled, centralized way to manage changes to the product. Real-time accurate product information can be accessed anytime from anywhere in the world.

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Arena PLM has made it easy for Ruckus to efficiently and accurately document its activities for compliance. When the WEEE and RoHS regulations were introduced by the European Union, Ruckus could ensure it met compliance requirements by using Arena PLM to track part-level compliance status and evidence. The company can generate instant reports as necessary, to minimize the risk of shipments being held at a border.

"Using Arena PLM helps us respond to the demands of our market more efficiently. Arena PLM provides us a perfect infrastructure—one that allows us to expand our use of the product as we expand our product offerings and branch out into new markets," said Hom. "We've gotten an amazing return on our investment by choosing Arena PLM."

Return on Investment:

Quicker ECO cycle times: With automated routings, electronic status notifications and the ability to update all relevant parts with a single change, Ruckus Wireless has been able to reduce ECO cycles by 70 percent or more.

Reduced cost of compliance: Arena PLM's compliance module allows Ruckus Wireless to generate a compliance report with a single click from anywhere in the world, reducing compliance reporting time by more than 90 percent— and eliminating the need to keep filing cabinets full of paper.

Fewer process-related errors and faster time to market: Reducing reliance upon manual processes virtually eliminates potentially costly human errors and helps Ruckus Wireless speed time to market by approximately 10 percent.

Affordable total cost of ownership (TCO): Because Arena is delivered on-demand, Ruckus Wireless did not need any additional IT infrastructure to support its PLM initiative. Over the first five-year period, the TCO of Arena PLM was 30 percent of the cost of traditional PLM software.

Support for company growth: Moving from being a start-up to being a successful, public company required Ruckus to acquire an infrastructure that could effectively accommodate the crush of orders, requests and relationships that ensued as the company took off. Arena PLM provided Ruckus with a low-cost, high-powered, scalable solution that meets its needs yesterday, today and tomorrow.

Greater security: As all of its data is hosted by Arena and protected by financial-grade security, Ruckus Wireless gains peace of mind knowing its data is safer than when it was stored internally and distributed through mail and email, which are neither secure nor controllable.