

RUCKUS offers exceptionally resilient connectivity and Wi-Fi solutions for the most challenging environments, including hotels, schools, public spaces and apartment buildings. The company had been acquired by various parent companies, and by the time they became established as a division of CommScope, the RUCKUS brand had gotten lost in the shuffle. Worse, they were competing fiercely against bigger brands with poorer products. It was time to reclaim leadership.

BUSINESS OBJECTIVE

RUCKUS was looking to drive more sales and marketing momentum by re-energizing its brand. One of the biggest challenges was to differentiate itself in what was once considered to be a commoditized hardware space. And the other challenge was to find its distinct voice—one that would inspire confidence in not only RUCKUS' technology, but in its vision for the future.

1. The Challenge

When RUCKUS first launched its networking and connectivity solutions, their technology was highly differentiated, easily outpacing the competition in terms of signal quality and reliability. But as competitors brought more non-differentiated hardware solutions to market, customers began to settle for "good enough" connectivity experiences. Many began to believe that most connectivity experiences were the same, and a "myth of commoditization" took hold. As a result, many people logging into competitors' networks at schools, hotels, public spaces and similar locations were stuck with connectivity experiences that *weren't* good enough.

Meanwhile, RUCKUS needed to get away from technology-centric messaging and focus more on the *differentiated connectivity experience* it could deliver.

2. Strategic Approach

Rob Roy conducted global interviews with more than 30 people within RUCKUS and its customer and partner base. Our goal was to help RUCKUS differentiate itself based on the kind of innovative, differentiated experiences it could deliver, even in the most challenging environments. And we needed to challenge the myth of commoditization.

We also defined the characteristics of its differentiated experience—one in which users could get connected, stay connected and reconnect, quickly, securely and easily, no matter what.

3. What We Accomplished Together

We landed on a brand positioning based on "purpose-driven networks" and reminded people that a one-size-fits-all approach to connectivity doesn't work well for industries with different needs. And in close partnership with the RUCKUS team, we produced:

- An engaging narrative that sales, marketing and product teams have rallied behind, and that's resonating with customers, channel partners and analysts
- Differentiated messaging for the key RUCKUS customer verticals: hospitality, education, government, and multi-dwelling units
- A training session for the global sales teams to introduce the new branding and messaging, which will now be used in the onboarding of every new hire

What's more, we helped RUCKUS articulate a vision around Adaptive Resilience—a future state in which networks can defend themselves and stay up and running, thanks to RUCKUS innovations in software and AI.

PURPOSE-DRIVEN TO SUCCEED

RUCKUS is now positioned for a new phase of market leadership, and they're just getting started. RUCKUS General Manager [Bart Giordano](#) says, "We've enjoyed working with the Rob Roy team from day one. They asked us probing questions, took our feedback but pushed back where it was important, and most importantly, they helped us find a narrative that's authentic and true to who we are and what we can do for our customers."

