



cnMatrix™ Enterprise

Affordable Cloud-Managed Switching

Initial Pitch (Hook)

Enterprise IT departments, Managed Service Providers and network operators want to be able to manage network complexity with a unified view of the entire network and having common policies across wired and wireless networks. The ultimate goal is to deliver an optimal client experience while maintaining robust security and reducing cost.

Cambium Networks Cloud Managed Intelligent Edge architecture enables customers of all sizes to deliver on the promise of a unified access network that is enterprise grade and more affordable than traditional enterprise vendor solutions.

cnMaestro™ Cloud Management, cnPilot™ Wi-Fi solution, cnMatrix™ Enterprise Switching deliver:

- **Cloud-Managed Access Solutions** that makes for easy and fast deployment of an unified wired-wireless network.
- **Improved automation** via automatic policy based configuration reduces network engineering time and eliminates error prone manual configuration.
- **Reduce the impact and time** associated with security breaches by segmenting the networks in to discrete security domains, automatically profiling devices and assigning them to the appropriate network segment.
- **Affordable, high quality, enterprise grade** line of Layer 2, Layer 3 ethernet switches.

Target Markets

- **Customers deploying cnPilot networks who are looking to upgrade the switching infrastructure.**
- **Greenfield wired wireless opportunities in Mid-market segment, Hospitality, K-12 verticals**

Probing Questions

- Do you have both wired and wireless client devices on your network?
- What about IoT? Do you sensors, cameras, LED lighting, HVAC systems connecting to the network?
- Do you have multiple networks or one converged network?
- Do you use the same vendor for Wi-Fi Access Points and PoE switching?
- How do you segment and apply policies on the network today?
- Do you use cloud based management today? Do you or your staff use CLI, Web UI or cloud for managing your wired network?
- Is security a concern for you? How can network infrastructure improve security posture of your network?, who each want more bandwidth, in the limited spectrum that you have?



Expected Questions from Customers

Do the Cambium Networks cnPilot Wi-Fi AP's work with any PoE switch? How does cnMatrix help make it better?

cnMatrix can automatically detect a cnPilot Access Point when it connects to a switch port and auto configures the AP. This action saves precious IT staff time, and also eliminates potential switch port configuration errors.

What are the key differentiators of the cnMatrix Enterprise Switches?

Device profiling, policy based auto configuration, auto config delete and other features reduce time, reduce cost, and increase customer satisfaction.

Is cloud management the only way for managing cnMatrix?

cnMatrix can be managed via cnMaestro on the cloud or on-premises. In addition, cnMatrix switches also support webUI and Command Line Interface (CLI).

Are there differences in capabilities between cnMaestro management vs CLI & WebUI?

Management functionality are similar across the different methods of management. However, CLI & WebUI provide management capability at an individual switch level, whereas cnMaestro provides a management interface to configure, monitor and get statistics across whole network of cnMatrix switches.

Do the switches have fans or are they fanless?

The EX 2028-P the 24-port PoE+ switch has fan, the rest of the products in the portfolio are fanless.

Key Selling Points - The Big Picture

cnMatrix is the Enterprise Switching component of Cambium Networks Cloud Managed Intelligent Edge Enterprise Access Solution. cnMatrix delivers an exciting set of capabilities to deliver wireless aware switching:

POLICY BASED AUTO-CONFIGURATION

Ability to profile devices and automatically configure the switch port based on the defined policy for the device type.

NETWORK SEGMENTATION

Place devices into appropriate network segments and prevent communication across these segments. For e.g., segment the network such that a device on the building infrastructure segment cannot connect to corporate finance network.

AUTO POLICY WIPE

Improves security by automatically wiping out dynamic port configuration when device disconnects.

WIRELESS AWARE

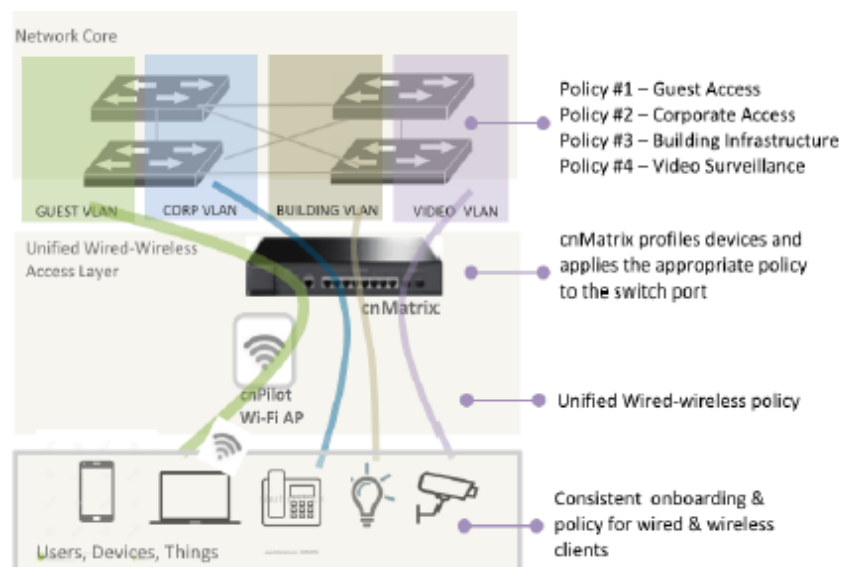
Enable common policy, easy monitoring and troubleshooting of the unified wired-wireless network.

SITE SURVIVABILITY

Uninterrupted operation even when connectivity to the cloud is lost.

CLOUD MANAGEMENT

via cnMaestro with both cloud and on-premises deployment options.



PRICE (MSRP)

PART NUMBER	DESCRIPTION	MSRP (USD)
cnMatrix EX2010	8 Access Ports (10/100/1000) + 2 1G SFP ports	\$x,xxx
cnMatrix EX2010-P	8 PoE+ Access Ports (10/100/1000) + 2 1G SFP ports	\$x,xxx
cnMatrix EX2028	24 Access Ports (10/100/1000) + 4 10G SFP+ ports	\$x,xxx
cnMatrix EX2028-P	24 PoE+ Access Ports (10/100/1000) + 4 10G SFP+ ports	\$x,xxx

