

# Local reseller scoops Ruckus Wireless award

At the annual Ruckus Wireless partner awards, local reseller three6five recently won the title as the fastest growing and largest Ruckus Wireless partner in EMEA.



"three6five is a young company with a philosophy whereby we continue to put our clients first in all things; it is this that has enabled us to build a loyal customer base of African service providers who continue to see us as their Wi-Fi supplier of choice," stated Tyrone Carroll, CEO of three6five. "Today our go-to Wi-Fi vendor of choice remains Ruckus Wireless and, by receiving this award, we are delighted that our efforts to support and grow the footprint of the product in the region is being recognised."

Carroll added that the very fact that the demand for Wi-Fi and Wi-Fi hot spots continues to explode across Africa has proved to be the catalyst for the company's growth. Growth, he said, is also being fuelled by demand for services such as free Wi-Fi linked to value-added content, as well as LBS and mobile offloading, as well as the costs associated to the delivery of mobile data across a cellular network versus the offloading of this mobile data onto a Wi-Fi hot spot network.

## A cost-effective, versatile and agile alternative

"The Ruckus Wireless products currently offer our customers a cost-effective, versatile and agile alternative to traditional networking vendors. The vendor continues to grow in the region and is today one of the fastest growing product lines within the Westcon stable," stated Tiens Lange, business unit director of Westcon Communication Solutions. "We believe that we are only at the start of where we can grow with the Ruckus Wireless solutions."

Today, its patented, digitally controlled wireless antennae arrays, which are built into the existing Wi-Fi access points, enable an end-user customer/consumer to experience the Wi-Fi throughput on its chosen device.

"Our partnership with Ruckus Wireless is as a direct result of the long and successful relationship we have enjoyed with our distributor Westcon. The company is our primary provider for a number of vendors and, as our chosen distributor, they continue to assist us with procurement, shipping, warehousing and excellent financing options that have helped our

business grow.

"It is against this backdrop that I can honestly say that they remain interested and passionate about our success, which has led to very successful current partnership and stands us in good stead for exciting future growth and business prospects," ended Carroll.

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