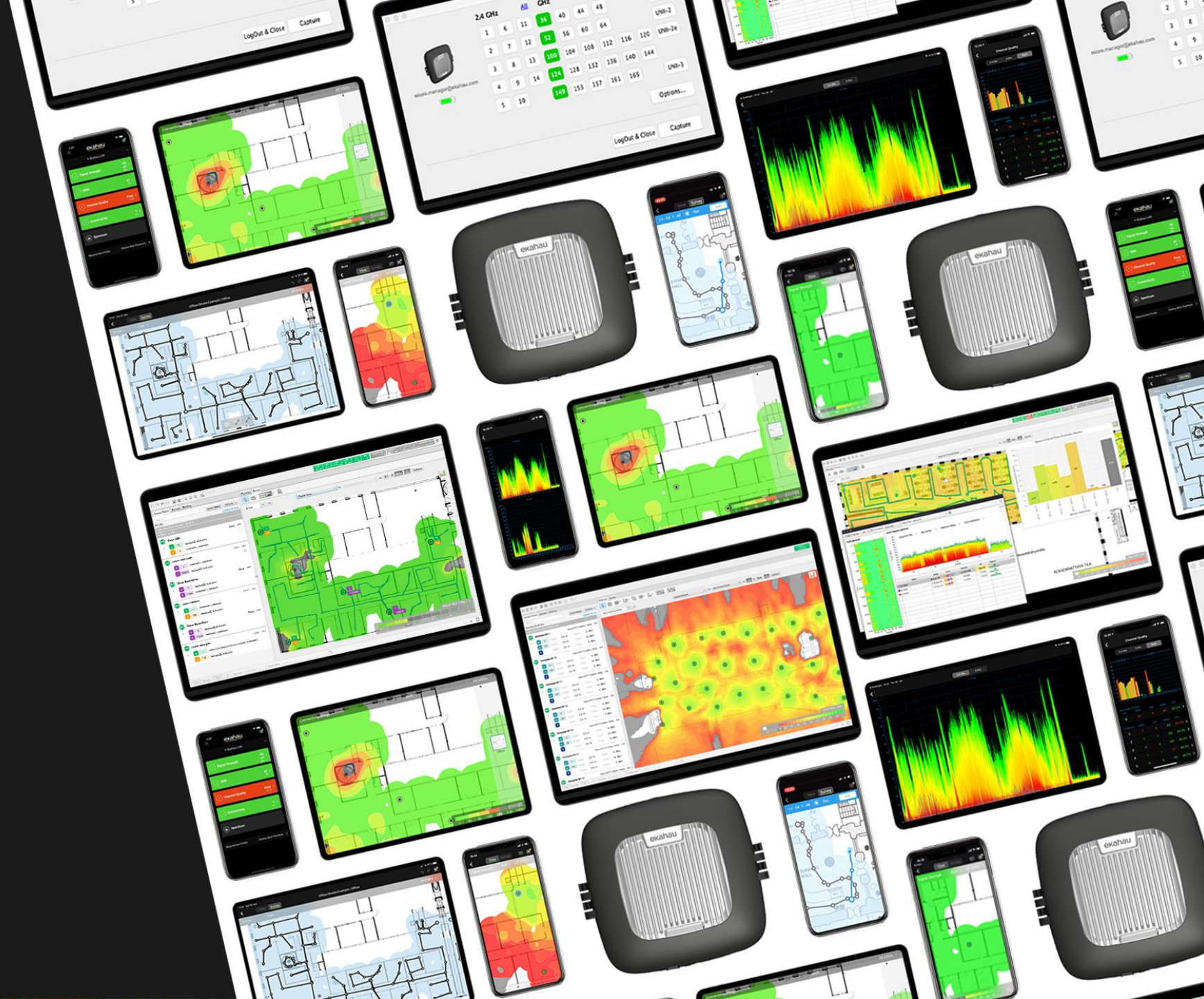
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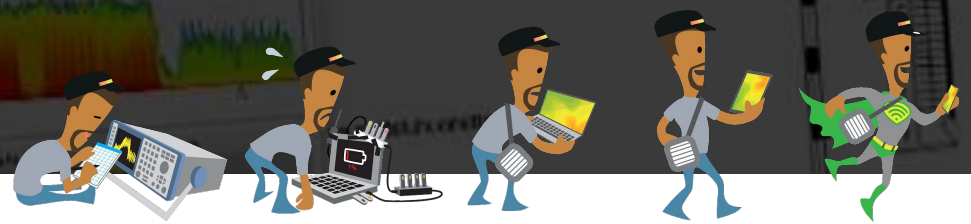
WIRELESS DESIGN



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Meet Ekahau

Ridding the World of Bad Wi-Fi — One Business Network at a Time



#1 Recommended Solution

For building and maintaining high-performing Wi-Fi every day

Used by the World's Biggest Brands and Events

Across all industries from corporate offices and distribution warehouses to universities and health centers

Pioneers Since 2000

802.11

b a g n ac ax

At every new spectrum allocation and every Wi-Fi innovation, we continuously push what's possible in Wi-Fi design

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WIRELESS DESIGN

Ekahau is part of Ziff Davis (NASDAQ: ZD), a leading Internet information and services company consisting of a portfolio of brands that collectively reach more than 240 million people each month. Ekahau is headquartered in Reston, Virginia, with offices around the globe, including an R&D and Product team based out of Helsinki, Finland.

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2021 Wi-Fi by the Numbers

$3.3 Trillion

(that's with a T):
The global economic value of Wi-Fi in 2021 is estimated at $3.3 trillion USD, and is expected to grow to $4.9 trillion by 2025





500 Million+

global public access points (and a few in space)



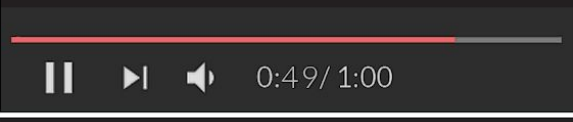


63%

of mobile traffic is offloaded to Wi-Fi networks

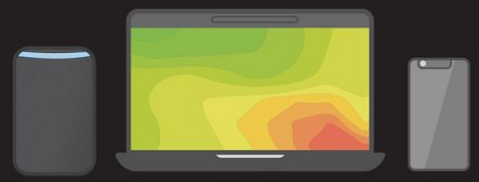
82%

of total IP traffic will be video traffic by 2022



16.4 Billion

total Wi-Fi-enabled devices in use





200 million

wireless networks have **poor performance**

&

75 percent

of wireless networks require **troubleshooting** and **optimization**

For enterprise-level businesses, a single hour of network downtime can cost a company as much as

$540,000



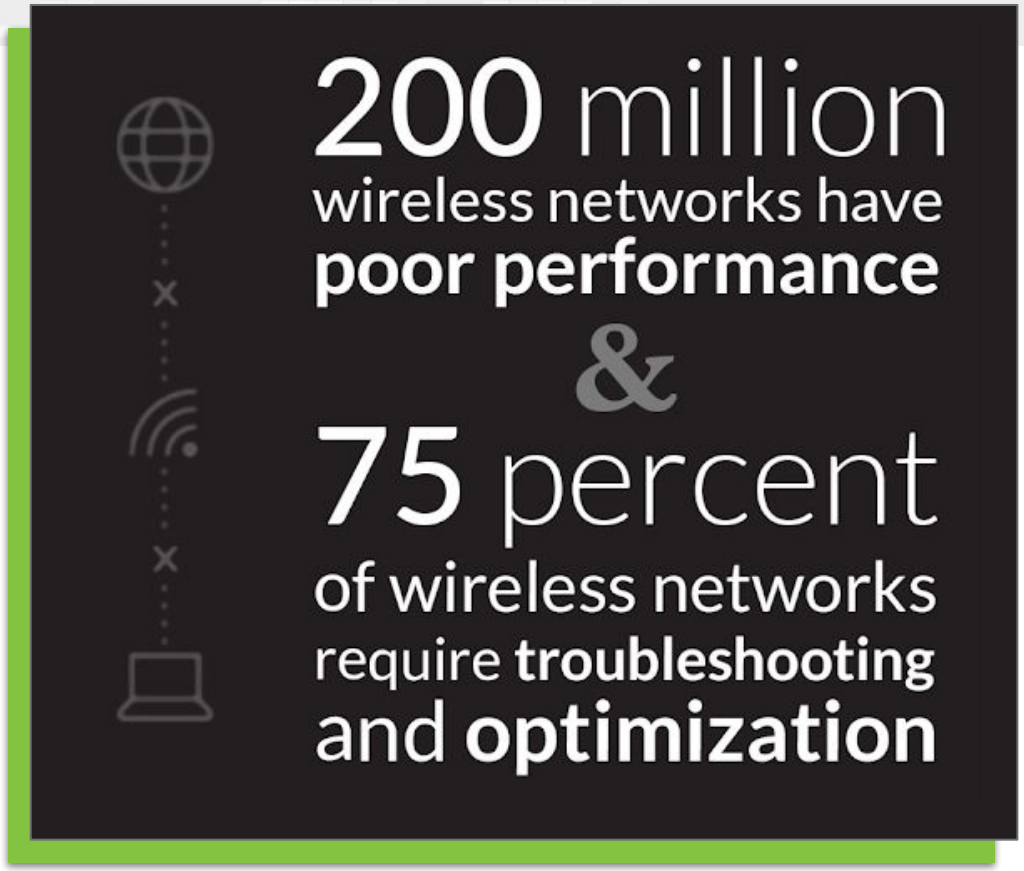
Sources: Wi-Fi Alliance "Global Economic Value of Wi-Fi® 2021 – 2025", Ekahau "The Global State of Business Wi-Fi | 2021 Wi-Fi"

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The World is Wi-Fi First

And in many cases… Wi-Fi Only



- The demand for Wi-Fi is front and center now more than ever
- 75% of today's Wi-Fi networks aren't able to keep up with the demands being thrown at them
- Your business needs a solution for always-great Wi-Fi

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3 Easy Steps to Great Wi-Fi Every Day







Step 1

A Great Network Starts with a Great **DESIGN**

The ***right*** number of APs

In the ***right*** locations

With the ***right*** configurations

Step 2

VALIDATE with Super Accurate Sidekick Measurements

Validate your design in the ***real world***

Identify ***unknown*** interferers

Get it right the ***first time***

Step 3

Maintain Great Wi-Fi with Regular **HEALTH CHECKS**

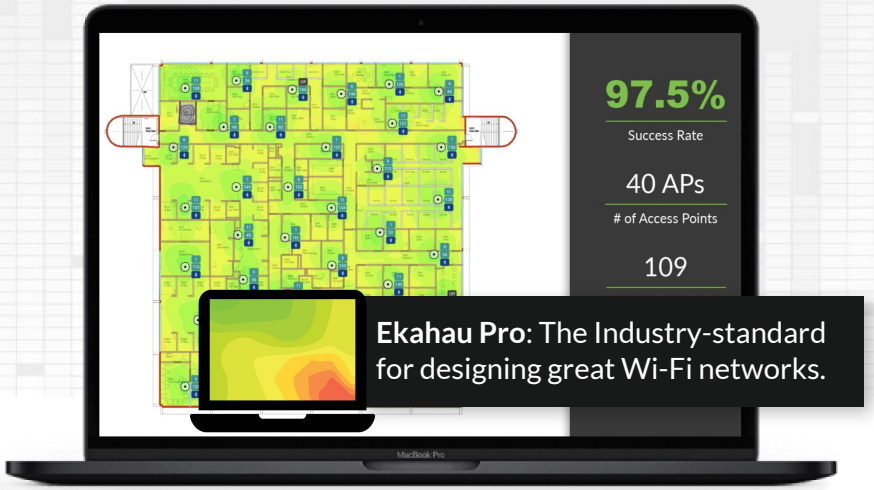
Troubleshoot proactively with easy monthly/quarterly health checks

Optimize for network-impacting changes like # of users on the network, application needs, or physical environment

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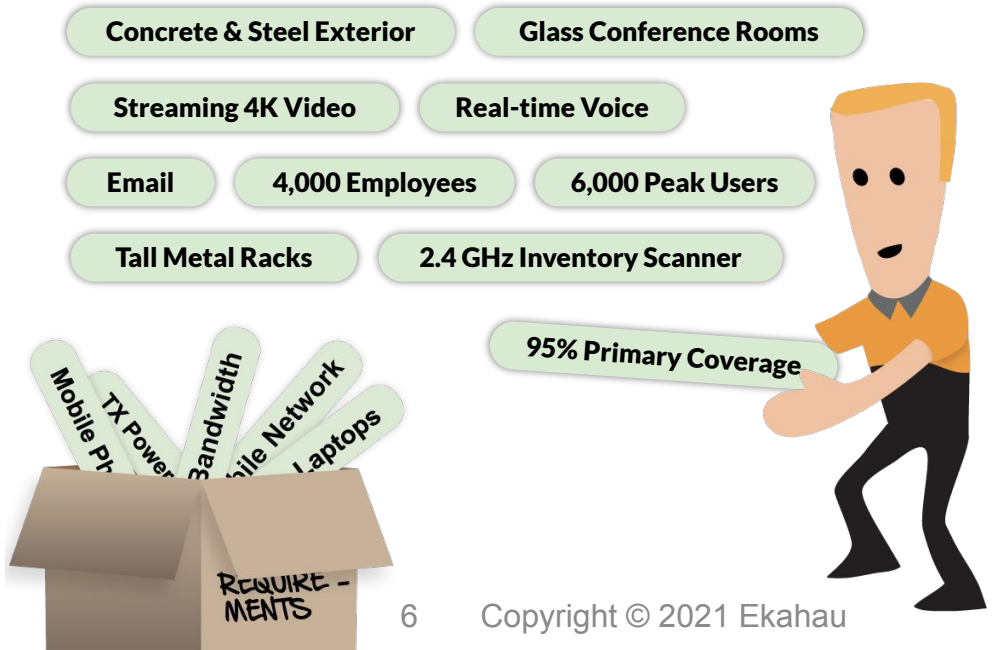
STEP 1 — STEP 2 — STEP 3

A Great Network Starts with a Great Design



INPUT

Get your requirements in order



OUTPUT

Wi-Fi perfectly designed to your business needs

- The ***RIGHT*** number of APs

  Get awesome Wi-Fi performance and reliability without overspending on unnecessary infrastructure.

- In the ***RIGHT*** locations

  Using thousands of iterations, Pro helps you identify the exact right locations to mount your wireless access points.

- With the ***RIGHT*** configurations

  Skip the guesswork with automatic channel plans and AP settings perfectly tuned to your requirements and layout.

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STEP 1 — STEP 2 — STEP 3

Validate Your Design with Super Accurate Sidekick Measurements



ACCURACY MATTERS

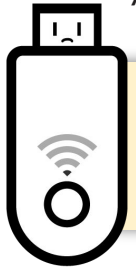
Your design relies on the accuracy of your floor plan, your inputs and your measurements to perform like you intended.



THE SIDEKICK IS ACCURACY DEFINED

Fastest, most accurate, all-in-one Wi-Fi diagnostic and measurement device.

- Validates if your design will work in the real world
- Identifies invisible interferers you might not know about
- Saves you money by getting it right the first time, before you run cables or commit to a costly deployment

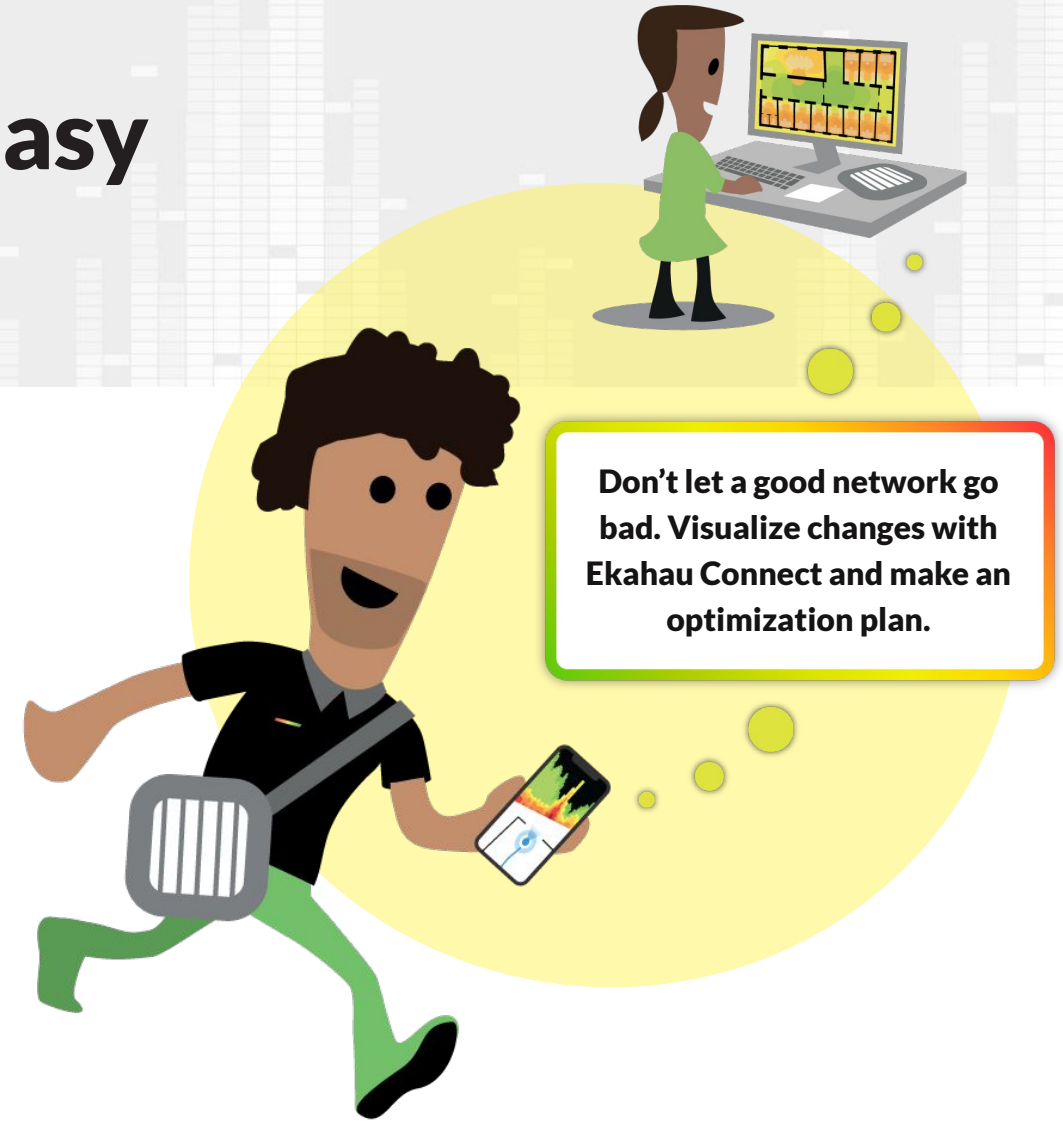


Dongle Warning! USB Wi-Fi dongles and internal adapters have huge measurement variances and are not purpose-built for site surveys. Don't put your Wi-Fi network at risk!

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STEP 1 — STEP 2 — STEP 3

Maintain Great Wi-Fi with Easy Performance Health Checks



Your wireless network needs monthly or quarterly health checks to account for changes over time:

- Troubleshoot proactively and spot interference issues before they become major outages
- Identify and address network-impacting changes
  - Adding new employees or devices to the network
  - Onboarding more bandwidth-hungry applications
  - Making physical changes to office architecture, furnishings or even fluctuating inventory levels
- Ekahau tools are so powerful and sophisticated that anyone can use them to collect data

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More Than 4,000 APs and Antennas from Top Manufacturers

CISCO

aruba
a Hewlett Packard Enterprise company

Mist
AI is in the AIR™

CISCO Meraki

COMMSCOPE® RUCKUS®

Extreme

Used by the World's Biggest Brands and Events

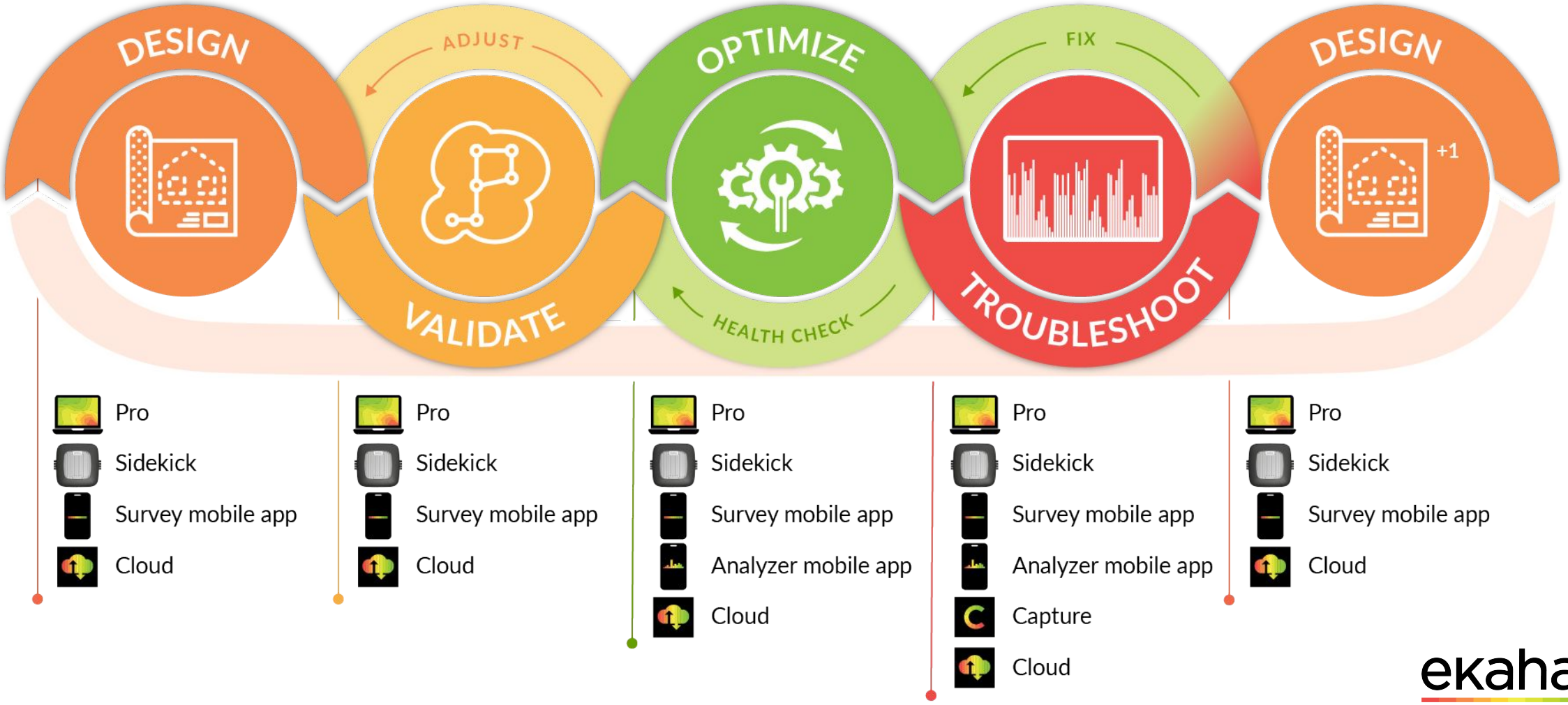


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High-Performing Wi-Fi with Ekahau Connect

Start Anywhere



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Ekahau Connect Suite

Watch the 1-minute overview

Complete suite of tools to manage every aspect of your network

Software & Support



Pro

Create accurate 3D Wi-Fi plans with actionable outcomes to get you up and running in minutes

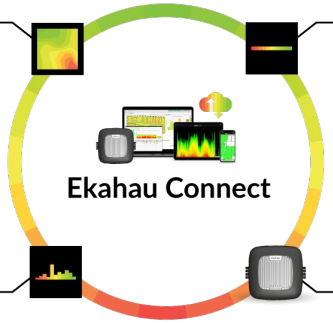
Annual Subscription for Software Support and Maintenance required.

Software App



Analyzer

Full spectrum analyzer with easy to read pass/fail validation for the most common wireless problems



Also Includes

Insights analytics
Capture (packet analysis)
Cloud collaboration
On-Demand Training
Maintenance & Support
Ongoing feature releases

Software App

Survey

Automatically track your survey path on iPhone or iPad then sync and collaborate in the cloud



Hardware

Sidekick

Fast, accurate measurement device for reliable survey data and finding and fixing active Wi-Fi interference issues

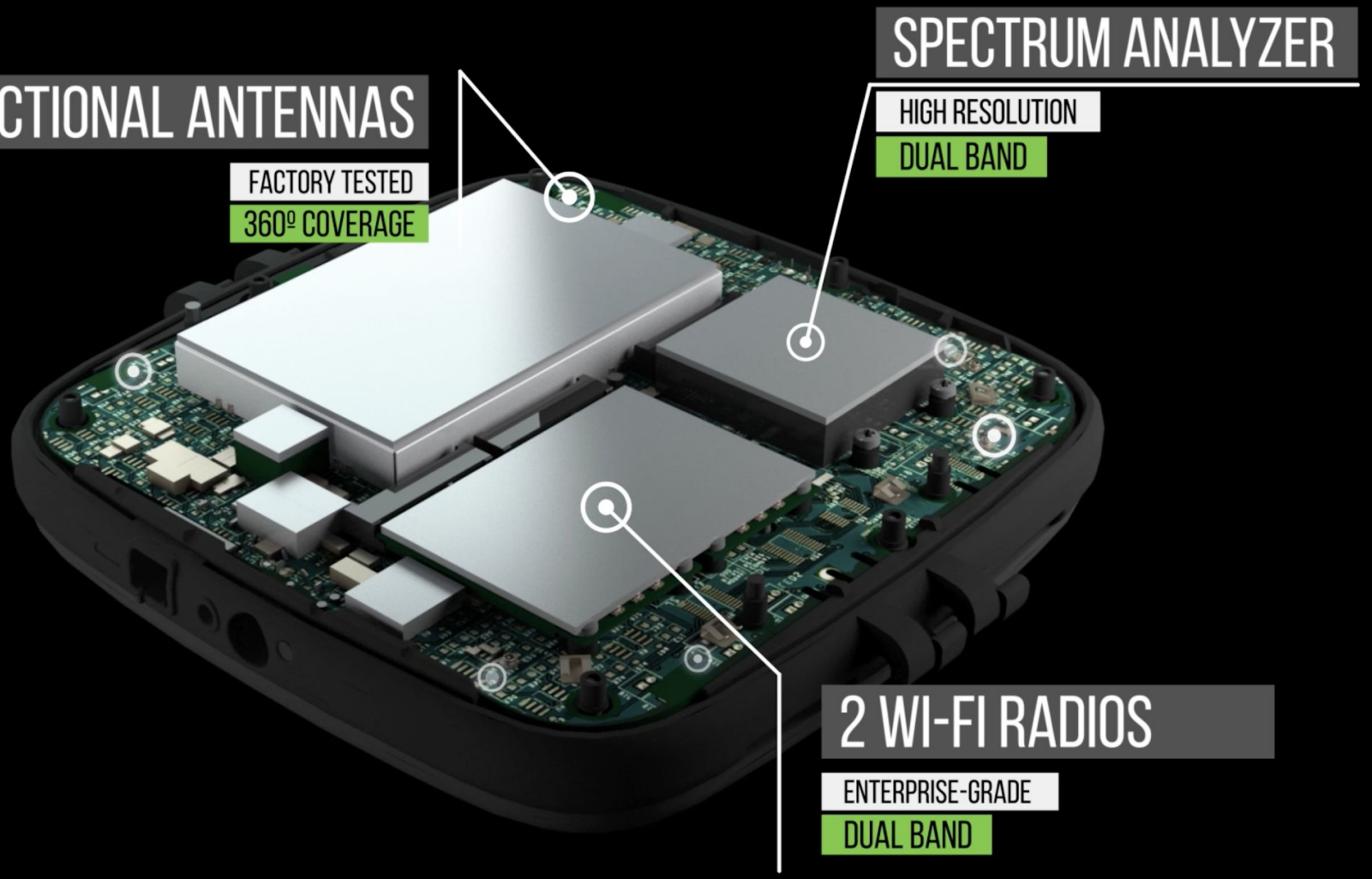


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Sidekick: Professional & Precise Wi-Fi Diagnostics

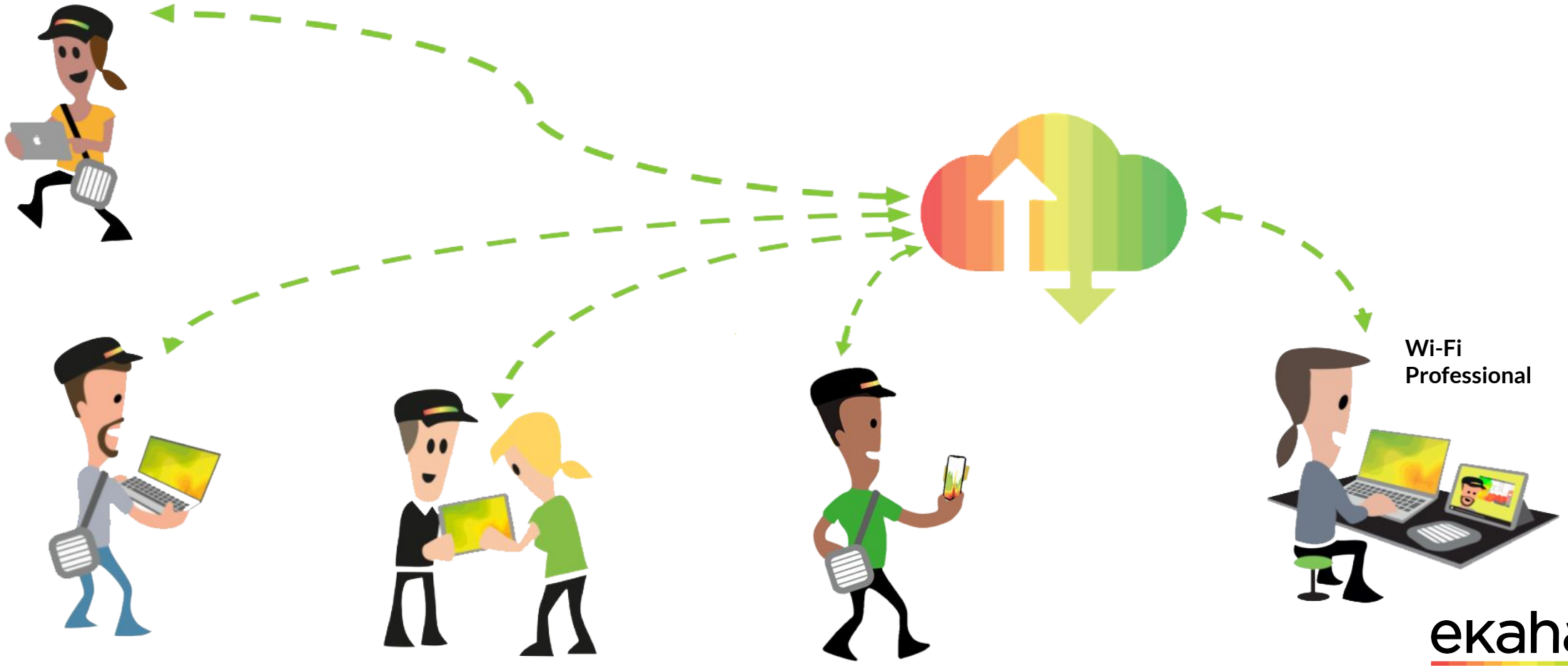
Up to **2X** faster surveys &
10X faster spectrum analysis
at **25** sweeps per second.



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Remote Collaboration

Connect enables Wi-Fi experts to be more responsive and provide comprehensive support to every site by remotely collaborating with on-site staff.



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Ekahau: Smarter, Easier, Faster

Ekahau provides peace of mind that your network is high-performing every day

> We just did the Mobile World Congress Wi-Fi network that served 22,000 simultaneous users. **Ekahau Pro was my Wi-Fi planning tool of choice there, as it always is.** It's the quickest to use and provides superior 3D planning accuracy.



Jim Florwick
Senior TME, Cisco Systems

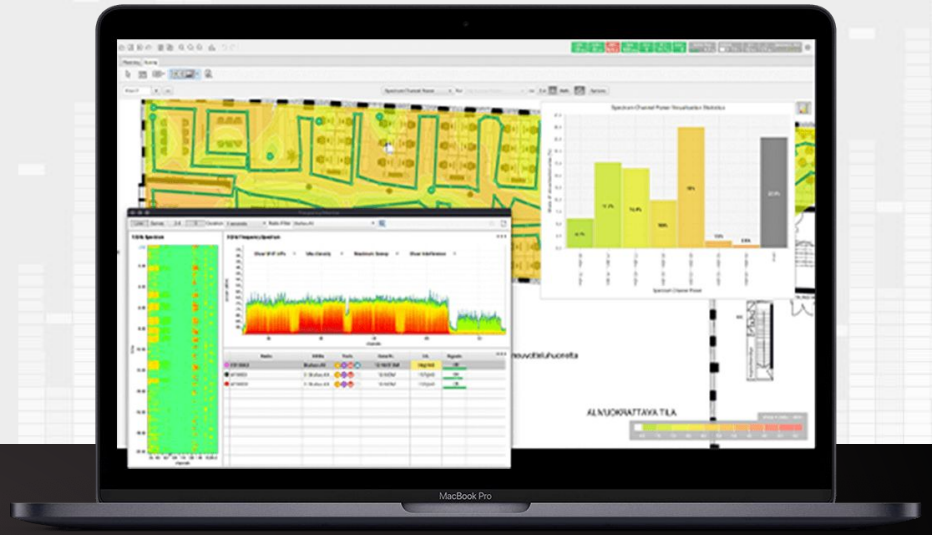
- Save time and money; limit business disruption
- Easy to use and powerful
- Unmatched accuracy and speed

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Ekahau Pro

Industry standard tool used by the world's biggest brands and top Wi-Fi Pros



- **Save time and money** by selecting the right number and location of APs
- Intelligent software **automatically plans your network** including AP channels, power and more
- **4,000+ enterprise access points and antennas**, including 802.11ax (Wi-Fi 6), constantly updated
- Configurations from Apple, Aruba, Cisco, Samsung, Vocera and more
- The only software that works with Ekahau Sidekick **- reduce survey time up to 50%**

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Survey for iPhone & iPad

Complete surveys on-the-go, safely and easily



- With Autopilot Survey Mode, **complete projects up to 50% faster** than with traditional survey methods
- **Cut the clutter!** No more dongles or heavy equipment to carry around
- **Improved safety and mobility** with less devices to carry
- Use the app and **start surveying in seconds**
- **Easy-to-use,** responsive touch interface
- **Eliminates downtime:** No more dongles draining your battery
- **Compatible** with iPhones & iPads running iOS 13

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Analyzer for Android & iOS

The most powerful Wi-Fi troubleshooting tool in the market



- Standardized and **accurate measurements** utilizing Sidekick
- Work smarter with **minimal-to-no network downtime**
- **No need for extra equipment,** uses the device in your pocket
- Very easy user interface with **clear pass/fail indication** – just look for the "red"
- **Up to 10x faster spectrum analysis** than anything else in the market
- Every location can troubleshoot and diagnose network health faster with **Autotest in seconds**

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Ekahau Sidekick

The fastest, most accurate device in the market

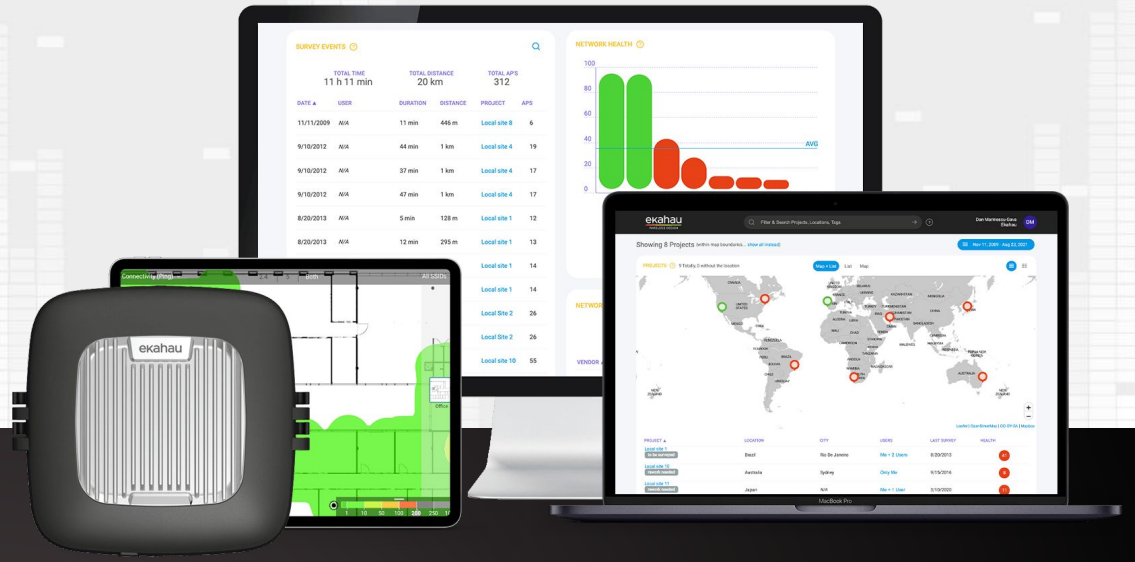


- Advanced all-in-one Wi-Fi site diagnostics and measurement device to **get it right the first time**
- **8-10 hour battery life and a built-in CPU** for faster data aggregation
- Removes the massive measurement variability & battery drain of USB adapters/dongles
- Transforms smartphones and tablets into professional-grade Wi-Fi tools
- Works with Windows, macOS and iOS; compatible apps: Survey and Analyzer
- **Fastest spectrum analyzer in the market** - up to 2x faster surveys and 10x faster spectrum analysis
- Lightweight and easy to carry; **maximizes productivity** with all-day battery life

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Ekahau Insights

Wi-Fi performance analytics with automatic issue identification



Full Visibility Across Your Global Wi-Fi Networks

Get a holistic view of key performance indicators, network inventory and survey actions across all the networks you design, survey, optimize, and troubleshoot with Ekahau.

Automated Analysis and Issue Identification

Network health and coverage holes are automatically calculated, identified and highlighted without the need to open and inspect individual project files or floor plans one by one.

Easy Collaboration and Workflow Management

Collaborate easily with users without Ekahau licenses by sharing guest links to project statistics and online heatmaps. Use tags to organize and add client or workflow context to your projects.

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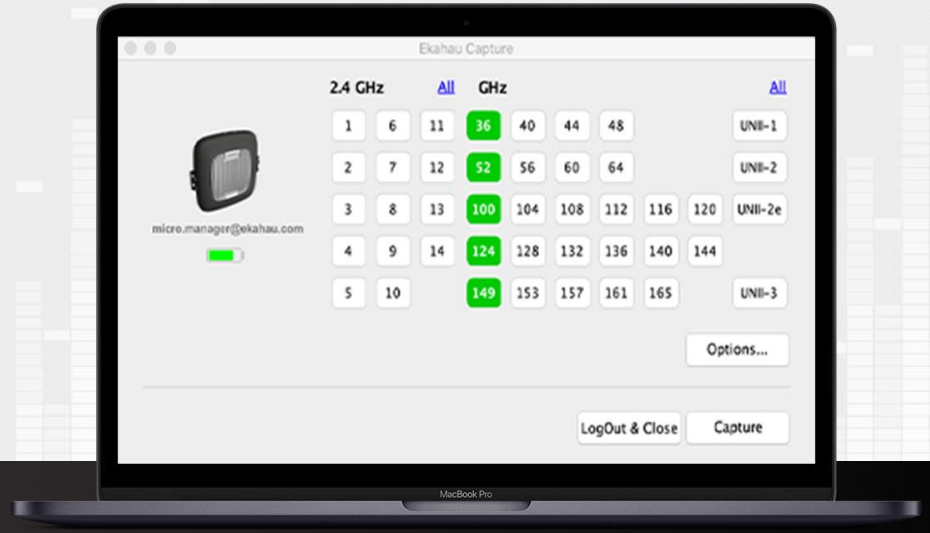
Backup Product Slides

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Ekahau Capture

Easily collect data for troubleshooting and in-depth analysis of Wi-Fi issues



- Identify potential security threats
- Troubleshoot misbehaving Wi-Fi devices and tough-to-diagnose problems
- Analyze and optimize Wi-Fi network performance
- Identify roaming characteristics between APs
- Determine causes of high channel utilization
- Calculate Wi-Fi traffic statistics (retry rates, average data rate, frame type distribution)

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Slides by Industry

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Ekahau for Education

Robust Wi-Fi Tools for Academic Environments

Get AP Placement Right the First Time

Design with the right number of APs in the right locations for the highest performing Wi-Fi networks.

Meet Increased Demand from BYOD, IoT and Remote Learning

Meet the demands of a wide variety of client devices and increased network usage while maintaining critical reliability.

Manage Varying Unique Structural Components

Optimize your entire network, whether students need Wi-Fi access from a building built in the 1800s or a crowded, outdoor stadium.

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Education Experts Trust Ekahau

The #1 Tool for High-Performing Wi-Fi

> One of the unique challenges that we deal with is definitely high density. The challenge is being able to provide Wi-Fi to 30-60 students per classroom at any given time. **We need Ekahau to be able to achieve those goals.** Just being able to better plan a school building — it could be a support site, it could be a warehouse, it could be a gym — you cover so many different scenarios, that's why [Ekahau] is so beneficial.

Mitch Dickey
Lead Communications Engineer,
Loudoun County Public Schools

> Our goal in the wireless lab course is to give students experience with state-of-the-art equipment. **We included Ekahau, because we found it easy to use, yet feature-rich and cost effective.**

Jose Santos
Senior Instructor,
University of Colorado Boulder

University of Cambridge · California Institute of Technology · Massachusetts Institute of Technology · Harvard University · Duke University · Columbia University in the City of New York

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Ekahau for Government & Public Sector

Robust Wi-Fi Tools for Secure Networks

Get AP Placement Right the First Time

Ensure proposals have the right number APs in the right locations for the highest performing Wi-Fi networks.

Uphold Regulated Policies and Procedures

Design with government-regulated encryption requirements for any network carrying government information.

Establish Proper Security Air Gaps

Optimize networks while maintaining complete physical isolation between government and guest Wi-Fi.

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Government & Public Sector Experts Trust Ekahau

The #1 Tool for High-Performing Wi-Fi

"

Generally our RFPs, the request for proposals, will clearly state that we're going to be setting up in a place where Wi-Fi exists already and we have the limitations of not interfering with the government's network so it's a challenge. It could mean more APs with channel power turned down, **it's a design challenge for sure and Ekahau helps us with that tremendously.**

Jerry Martin
Director of Engineering

"

Ekahau Connect allows me to create a force multiplier and actually **do more with fewer resources.**

Jonathan Davis
Wireless Engineer
Municipal Government

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Ekahau for Healthcare

Robust Wi-Fi Tools for Mission Critical Healthcare Networks

Get AP Placement Right the First Time

Design with the right number of APs in the right locations for the highest performing Wi-Fi networks.

Improve Communication and Access to Data

Optimize roaming for medical personnel that needs to be always-on with instant access to real-time data.

Build a Stable, Redundant, Reliable Wireless Network

Ensure patient monitoring and other medical equipment has the necessary coverage needed if an AP goes down.

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Healthcare Experts Trust Ekahau

The #1 Tool for High-Performing Wi-Fi

> Some of the environments that I work in are challenging, such as manufacturing and healthcare… **[Ekahau] just saves so many hours in planning and meetings…it's the genie in a bottle.**

Craig Schnarrs
Staff Infrastructure Architect,
General Electric

> Ekahau has enabled us to bring our wireless design in-house and save 85% in costs by not using an external company. Plus, now we have the capital investment for the future. **On day one of the survey, Ekahau had already paid for itself six times over.**

Tiran Duhre
Senior Network Engineer,
eHealth, NHS Lothian

KAISER PERMANENTE® BAYER MAYO CLINIC McKESSON Empowering Healthcare Pfizer Providence

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Ekahau for Industrial, Manufacturing, & Warehouses

Robust Wi-Fi Tools for Mission Critical Wireless Networks

Get AP Placement Right the First Time

Ensure proposals have the right number APs in the right locations for the highest performing Wi-Fi networks.

Uphold Regulated Policies and Procedures

Design with government-regulated encryption requirements for any network carrying government information.

Establish Proper Security Air Gaps

Optimize networks while maintaining complete physical isolation between government and guest Wi-Fi.

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Warehouse & Manufacturing Experts Trust Ekahau

The #1 Tool for High-Performing Wi-Fi

> Some of the environments that I work in are challenging, such as manufacturing and healthcare… **[Ekahau] just saves so many hours in planning and meetings…it's the genie in a bottle.**

Craig Schnarrs
Staff Infrastructure Architect,
General Electric

> Our Wi-Fi is working smoothly after the rollout and the validation surveys. **We have full confidence that with Ekahau Pro, we are able to tackle any future challenges or new requirements affecting the wireless network.**

Antti Väänänen,
Network Architect,
Tamro (pharmaceutical distributor)

> We are really happy with the results. The tools put us in control of the entire process and allow for a swift reaction in every scenario whether it concerns a new installation, an extension, or a debugging scenario. **We can now perform planning and installation in our own timeframe and adapt or react to changes. It has never been easier.**

Tim De Coen
Network and Security Engineer,
Beaulieu ICT

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