



vs. Competing Networking Brand Total Cost of Ownership (TCO)

		QTY	MSRP Unit Price	Extended Price	QTY	MSRP Unit Price	Extended Price w/ discount*
		UBIQUITI			COMPETING BRAND		
Small Project	Cloud Gateway	1	2669.00	2669.00	1	11,732.00	5279.40
	48 Port Switch PoE Output	11	1769.00	19,459.00	11	21,333.00	105,598.35
	WiFi 7 Access Point	500	239.00	119,500.00	500	1722.00	387,450.00
	Licencing 1-year Plan	0	Licence Free		1	162,773.00	73,247.85
			TOTAL COST 141,628		TOTAL COST 571,575.60		
Medium Project	Cloud Gateway	2	2669.00	5338.00	2	11,732.00	10,558.80
	48 Port Switch PoE Output	22	1769.00	38,918.00	22	21,333.00	95,999.85
	WiFi 7 Access Point	1000	239.00	239,000.00	1000	1722.00	774,900.00
	Licencing 1-year Plan	0	Licence Free		1	325,546.00	146,495.70
			TOTAL COST 283,256.00		TOTAL COST 1,027,954.35		
Large Project	Cloud Gateway	3	2669.00	8007.00	3	11,732.00	15,838.20
	48 Port Switch POE Output	32	1769.00	56,608.00	32	21,333.00	307,195.20
	WiFi 7 Access Point	1500	239.00	358,500.00	1500	1722.00	1,162,350.00
	Licencing 1-year Plan	0	Licence Free		1	486,499.00	218,924.55
			TOTAL COST 423,115.00		TOTAL COST 1,704,307.95		

MSRPs as at June 2025

*with 55% Registered Project discount