

# MANAGED Wi-Fi

## THE NEW DETERMINANT OF BUSINESS GROWTH

In this hyper-connected global village, every minute of internet uptime is tantamount to more business for both B2B and B2C enterprises. Fast, secure and stable business Wi-Fi connectivity is, therefore, vital and a necessity today for driving collaboration and productivity among employees and to offer seamless access to visitors, that can further increase sales and customer satisfaction.

### NEED FOR MANAGED Wi-Fi ADOPTION

Companies that provide secure, high-speed Wi-Fi connectivity are already realizing the benefits in the form of enhanced employee efficiency, collaboration and improved customer satisfaction. Here is why enterprises can't ignore providing seamless wireless internet access:



Wi-Fi will remain the primary networking technology for both offices and homes even through **2024**



Wi-Fi accounts for **78%** of data consumption by smartphones



**Bring your own device (BYOD)** initiatives for accessing both business and personal applications has surged mobile data traffic and need for seamless Wi-Fi access

Traffic is expected to reach **71 exabytes per month by 2022**, up from **8.8 exabytes in 2017**



**70%** of mobile users access Wi-Fi using public hotspots



**96%** of customers prefer businesses that offer seamless Wi-Fi access and would return because of it



Business operates in a world of IOT, where there are many devices all connected at the same time. The number of devices is expected to reach **38.6 billion by 2025**

### WHAT IS MANAGED Wi-Fi?



Consistent network strength throughout the premises, scalable and secure wireless network infrastructure are essential for enterprise Wi-Fi. It requires robust planning and design to identify the hot zones, strategic placement of routers and constant end to end monitoring. This adds to the infrastructure management complexity and calls for a larger IT team. That is why businesses are increasingly opting for Managed Wi-Fi services.

**Managed Wi-Fi is the practice of engaging a third-party technology provider to plan, design and set-up the entire next-gen Wi-Fi infrastructure. It removes the resource barriers and provides businesses a hosted managed solution for deploying the robust Wi-Fi network.**

### BENEFITS OF MANAGED Wi-Fi

- Higher business productivity due to increased network uptime
- Rapid growth with cloud based tools that offer scalability, allowing your network to accommodate changing business needs
- Higher customer experience and retention with seamless internet access
- Improved security with proactive monitoring and vulnerability check of end to end Wi-Fi infrastructure
- Increased employee satisfaction through constant connectivity and BYOD initiatives



### THE AIRTEL ADVANTAGE

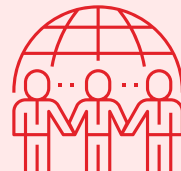
Airtel's Managed Wi-Fi is an automated, centrally controlled Wi-Fi platform that offers a secure, reliable and high performing Wi-Fi experience to end users. It provides a high-speed, unified wireless network access to customers, guests and employees across multiple locations with 24\*7 monitoring, thus improving the overall user experience and ensuring greater mobility among employees and guests alike.



It's a bundled solution of Access Points, Bandwidth, WLAN Infrastructure, Analytics, Promotions, and Managed Services.



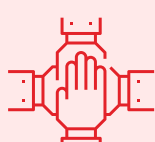
Pervasive visibility and analytics into entire wireless network performance, usage, and user activities



Integrated Network Operation Center (NOC) and Network Management System (NMS) with WLAN core infrastructure to provide seamless 24\*7 monitoring



Pay-as-you grow pricing model offering flexibility of zero CAPEX



Partnership with leading vendors for Wi-Fi Access Points (APs)



Customizable landing page to run marketing promotions based on user type