

A man with a beard and glasses is sitting at a laptop, talking on a mobile phone. He is wearing a blue button-down shirt. The background is a bokeh of blue and green lights, suggesting a digital or network environment.

# WI-FI BUYER'S GUIDE FOR THE SMALL BUSINESS

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## Our Wi-Fi + Your Business = **Endless Possibilities**

Technology has changed the way everyone does business. Organizations of all sizes and across all industries are facing increased pressure from customers, vendors, and even employees to offer secure and fast wireless access. Wi-Fi is a necessity that has become all about convenience, security, and performance.

According to Hotel Chatter, **94%** of people cite  
**Wi-Fi** as the most important amenity a business can provide.

However, it's not just about providing Wi-Fi –  
**it's about providing SECURE WI-FI.**

Though your business may be small, you must think big. Getting Wi-Fi security right is essential for everyone, especially a small business. Searching for a Wi-Fi solution in a deliberate, thoughtful way today helps you avoid rushing into a decision that you'll regret tomorrow.

A proper Wi-Fi solution can make your organization more productive and save you money, so choose wisely!

## Challenges of Small Business Owners

### Competing with Large Companies

Companies that you are competing with have deep pockets and know technology. Don't let this scare you! The biggest edge that you have as a small to midsize business (SMB) is being agile/nimble/quick and being better positioned to offer a highly personalized guest experience. You have the ability to connect with customers directly, so that you can build and nurture long-term relationships with them. Wi-Fi solutions today offer powerful marketing and engagement tools so that you can reach your visitors with captivating videos and surveys, offer targeted promotions and much more. Now is the time to turn your Wi-Fi environment into a potent source of revenue and customer loyalty.

### Cloud

Converting to a cloud-centric model is a great way to increase productivity, keep your IT costs down, and protect your valuable data. The cloud isn't just a neat idea; it's an essential part of any 21st century business plan. Storing your data in the cloud reduces the very real risk of data loss from file corruption, cyber theft, and natural disasters. Nobody likes to think about business interruption, but the threat is real.

*Did you know?* **20% of cloud storage users are able to recover from a site disaster in 4 hours or less. Only 9% of non-cloud storage users can say the same.**<sup>2</sup>

More times than not, with cloud, you're able to project the presence of a larger, well-established company and unlock the full potential of state-of-the-art security, robust analytics, and powerful engagement tools.

### Security

It is natural for security to be one of the top IT priorities. According to Small Business Trends<sup>3</sup>, **43% of cyber attacks target SMBs** because some of the smallest businesses contain the most sought-after Personally Identifiable Information (PII). Access points today offer a built-in intrusion prevention system to help ensure you have the protection you need securing your own Wi-Fi airspace.

### Servicing Customers 24/7

Today, people's lives are even more entrenched in technology and wireless expectations only grow. Every time your customers try new technologies or services, their needs and expectations evolve, and your job is to keep up. When people can get their online order delivered the same day, why shouldn't Wi-Fi be as responsive?

2. <http://www.disasterecovery.cloud/info-disaster-recovery.pdf>

3. <https://techaisle.com/blog/272-2017-top-10-smb-and-midmarket-business-issues-it-challenges-it-priorities>



## Staying Competitive with Wi-Fi

If you peek inside a typical SMB – whether it's a coffee shop, clothing store, or a clinic, it should reveal a lot of wireless devices (tablets, smartphones, etc.) with little to no hardware in sight. Behind the scenes, wireless solutions such as access points provide many valuable features not only for your own business, but for your customers as well.

Here are the **top 5 key features** that keep your business and Wi-Fi delivery competitive today:

### 1. Patented Wireless Security

Built-in Wireless Intrusion Prevention System (WIPS) helps ensure you have the protection you need. WIPS defends your airspace 24/7 from unauthorized devices, man-in-the-middle and denial-of-service attacks, rogue APs and more – and with close to zero false positives.

### 2. Business-driven Analytics

Know how, where, and when visitors are using your Wi-Fi so you can maximize your Wi-Fi investment and optimize customer experience. Evaluate data around site metrics like footfall, dwell time, and conversion so you can make better business decisions. Being able to see your data in a customizable dashboard and view real-time and historical usage data is also a must.

### 3. Management That Scales

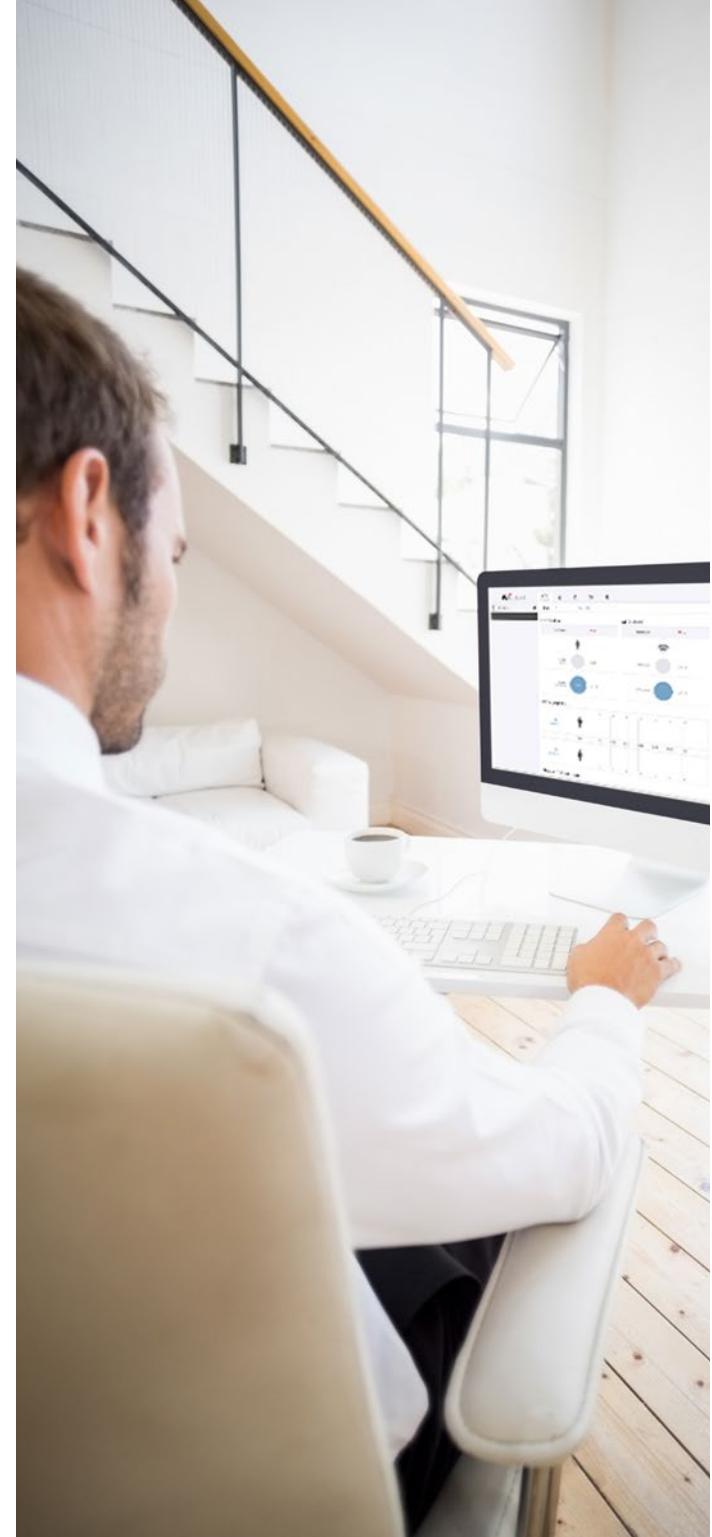
Wi-Fi Cloud environments can take your business from one to an unlimited number of access points across multiple locations, with no infrastructure.

### 4. Powerful Engagement & Marketing Tools

Get your marketing game on with a suite of easy-to-use, built-in tools that turn a simple wireless connectivity offering into a rich Wi-Fi experience for customers, guests and employees. Create stunning splash pages without the need for web design skills, reach visitors with engaging videos and surveys, offer targeted promotions and much more.

### 5. Free Deployment Planning Service

Wondering how many access points your business needs? A vendor of choice must be able to help you gather the right information and perform predictive floor plan simulations to take the guess work out of your planning.



## Wave 2 vs Wave 1

With people streaming videos, music, photos and games, today's digital content is bigger and better than ever. People are interacting with multiple devices at the same time such as smartphones, tablets, and laptops, and Wi-Fi is working on overload and often can't keep up.

With the introduction of the 802.11ac Wave 2 standard, Wi-Fi has gotten the boost that it needs to keep up with the demands of high-density, throughput-hungry environments like crowded meetings rooms, schools, and conference trade shows. Wave 2 offers blazing fast speeds, more coverage and the highest client density. Here are five main enhancements that come with Wave 2 technology:

1. **Serves more connected devices** using MU-MIMO functionality, so client devices can get on and off the network faster, improving the quality of experience for everyone.
2. **Offers stronger performance** making it easier to access and transfer large files such as videos and serve latency-sensitive applications like VoIP.
3. **Brings in more bandwidth** with additional 5 GHz frequency channels resulting in more room to serve more clients.
4. **Provides wider coverage** when 4x4 access points are placed at the same distance as 2x2 or 3x3 Wave 1 access points.
5. **Delivers faster and more reliable** Wi-Fi with 3x the speed of its predecessor.

Just because Wave 2 is considered the latest and greatest technology, it doesn't mean that it's the right technology for your business. Evaluate what's important for you, your employees, vendors and customers, and choose a solution that will make your organization more productive and save you money.



# VENDOR EVALUATION CHECKLIST

## Checklist

Before entering into a relationship with a provider, it's best to clearly determine how they approach support and customer service. The following questions will help guide your conversation with any potential vendor and ensure there are no surprises down the road.

### Implementation

- How easy is it to get APs up and running?
- Can you explain how we would go about switching from our current solution?
- How do we know how many APs we need?
- What kind of technical support do you offer during and post implementation?

### Training

- Do you offer on-site or online training on how to use your solution?
- Do you have webinars, solid documentation, detailed manuals?

### Support

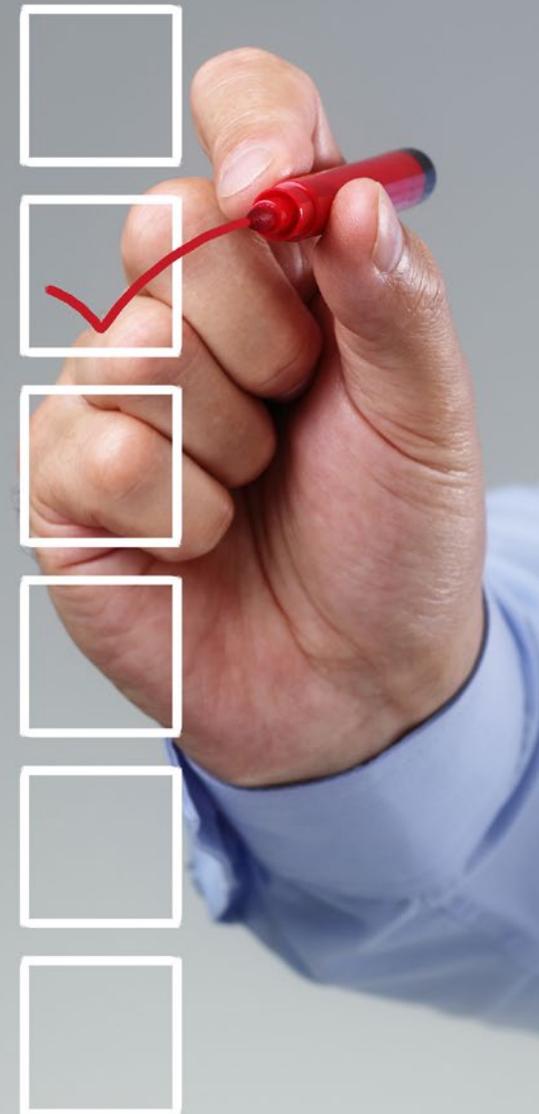
- How responsive is your customer support team?
- How do you handle troubleshooting, IT tickets, and day-to-day technical glitches that arise?
- How often do you upgrade or fix bugs in your solution?

### Communication

- Will we have a dedicated account manager?
- Do they answer questions via email, phone, or web chat?
- Do you offer 24/7 or 8/5 support?

### Pricing

- Do you offer consistent pricing structure?
- What is your pricing model? Is it based on the number of access points?
- Do you have ROI testimonials, case studies, or examples of successful adoption?



# THE WATCHGUARD DIFFERENCE



	<b>AP125</b>	<b>AP325</b>	<b>AP420</b>
Recommended Use Case	Great Wi-Fi security comes in small, affordable package. Built for networks with low-density coverage. Ideal for small schools, distributed remote offices, and small meeting rooms.	Secures your business with the latest 802.11ac Wave 2 technology and comes equipped with MU-MIMO - enhancing your Wi-Fi experience. Ideal for medium-density environments such as K-12 schools, office and meeting spaces, small-footprint retail, and healthcare.	Offers blazing fast speeds and 4x4 MU-MIMO dual radio, connecting a crowded room full of devices simultaneously. A 3rd MIMO dual band radio is dedicated to WIPS and RF Optimization when Wi-Fi Cloud is enabled. Ideal for tradeshow floors, meeting rooms, shopping malls, and auditoriums.
Radios & Streams	2x2:2 MU-MIMO Wave 2	2x2:2 MU-MIMO Wave 2	4x4:4 MU-MIMO Wave 2 3rd radio for dedicated WIPS
Deployment	Indoor	Indoor	Indoor
Number of Antennas	4 internal	6 internal	10 internal
Maximum Data Rate	867 Mbps/300 Mbps	867 Mbps/300 Mbps	1.7 Gbps/800 Mbps
Ports	2x Gbe	2x Gbe	2x Gbe
Power over Ethernet (PoE)	802.3af (PoE)	802.3at (PoE+)	802.3at (PoE+)
Product Dimensions	5.83" x 5.83" x 1.29" (148 x 148 x 33 mm)	7.72" x 7.72" x 1.69" (196mm x 196mm x 43mm)	8.66" x 8.66" x 2.24" (220mm x 220mm x 57mm)

## WatchGuard offers various access point models that you can choose from without sacrificing security:

When managed by the WatchGuard Wi-Fi Cloud, these access points not only deliver fast, reliable wireless access, they provide you with industry-leading wireless security, powerful engagement, marketing, and business-driven analytics tools.



# THE WATCHGUARD DIFFERENCE

## Wireless Intrusion Prevention System (WIPS)

Our cloud-managed access points have built-in WIPS to help ensure you have the protection you need. Using patented Marker Packet technology, WatchGuard WIPS defends your airspace 24/7 from unauthorized devices, man-in-the-middle and denial-of-service attacks, rogue APs and more – and with close to zero false positives.

## Cloud

Unlock the full potential of your WatchGuard access points with powerful WIPS security, guest and airspace analytics, and invaluable marketing and guest engagement tools.

## Quick Setup and Management

Enjoy an entirely controller-less Wi-Fi management experience including setup, configuration, monitoring, troubleshooting, and improving corporate and guest Wi-Fi access, without worrying about the limitations of legacy controller infrastructure. Wi-Fi Cloud environments easily scale from one to an unlimited number of access points across multiple locations and can be grouped to maintain consistent policies.

## Dedicated WatchGuard Support

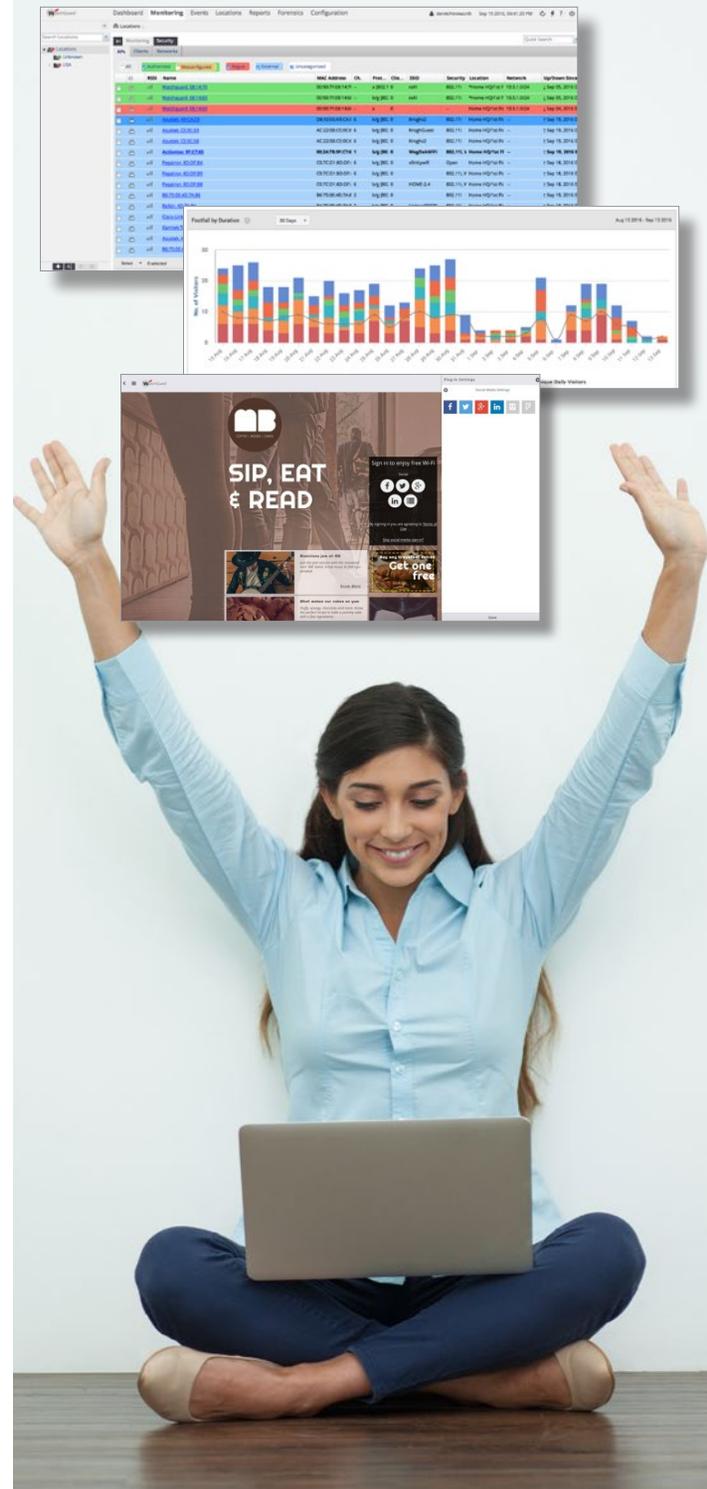
We understand just how important support is when you are trying to secure your network with limited resources. You require greater knowledge and assistance in a world where security is becoming ever more critical and complex, and downtime can spell disaster. Our support program gives you the backup you need, supporting you from the moment you activate your WatchGuard access point.

## Mobile Web-optimized App

The GO mobile web experience allows you to manage your wireless networks anytime and anywhere. Managing customer engagement is entirely integrated with standard features enabling simple setup of customized splash pages and personalized customer promotions.

## Free Deployment Planning

We help you gather the right information and perform predictive floor plan simulations to take the guess work out of your planning.



## Kensington Close Hotel

Nestled around the corner from High Street Kensington, the stylish Kensington Close Hotel exists to offer each and every guest the highest possible service and guarantee a relaxed, bespoke experience.

Following an extensive £45m refurbishment in 2012, the four-star deluxe hotel now boasts 708 modern guest rooms and 12 flexible meeting rooms which seat up to 250 delegates. It also now features a stunning private garden with a built-in spa, full length swimming pool, Jacuzzi, sauna, steam room, treatment rooms and fully equipped gymnasium.

But with this new development came a host of new challenges for the IT team, who were now faced with a far larger and more complex network to secure, alongside growing expectations from their tech-savvy clientele.

### Unflinching Service to Rooms and Conferences

For Kensington Close, seamless and secure bandwidth to the increased number of bedrooms, conference rooms and across the guest Wi-Fi network has become an essential part of the hotel's offering.

High Speed Internet Access (HSIA) for conferences is now the norm, with rooms in the hotel being booked with in excess of 50 Mbps of uncontended bandwidth. Having looked at a variety of different vendors, for Fahyaz Khan, IT Manager at Kensington Close Hotel, the main challenge was finding a solution that offered the best possible performance and throughput with all the security features switched on.

"The ease of management and visibility was also a deal breaker for us," noted Khan. "We need to be able to see where the pressure points of the network are, where bandwidth is struggling and where attacks are likely to affect the service we provide."



# SUCCESS STORY

## WatchGuard Check-in

With a powerful throughput capacity and eight Power over Ethernet (PoE) ports for connection with WatchGuard Access Points, the Firebox M440 immediately established faster service and more structured defense for the hotel.

Because it's rich in independent ports, the Firebox M440 is an excellent platform for defining different network segments and ensuring consistent bandwidth throughout. Khan comments:

*"Being able to supply secure, reliable, high capacity Wi-Fi to guests, visitors and meeting rooms at speeds far greater than 54 Mbps has been transformative."*

The new Policy Map feature in WatchGuard Dimension™, which comes standard on all M440 appliances, also provides excellent visibility to the traffic in each segment.

*"We now have the visibility to pinpoint very quickly where there is excessive traffic, by AP, Wi-Fi user, wired user, by protocol or port. Moreover, logging and viewing with Dimension was very easy to get operational without having to tweak or customize the process as is often the case with reporting systems."*

*"What really impressed was the ease with which the WatchGuard appliances just slotted into our network and the thoroughness of the support we received thereafter," Khan concluded.*

*"The benefits we've seen reflect a well thought out and mature solution to our evolving requirements."*



Let's talk about how WatchGuard® can help your company make the critical IT decisions that will help your business thrive today, and in the years ahead.

Visit us at: [WatchGuard.com/wifi](https://www.watchguard.com/wifi)

**PROTECT YOUR BUSINESS • PROTECT YOUR ASSETS • PROTECT YOUR PEOPLE**

Cyber security is more relevant than ever before. The number of worldwide cyber attacks are at an all-time high with no signs of slowing down, as small to midsize businesses continue to fall victim with serious impact to their business operations and continuity. WatchGuard is here to provide the layered protection you need against the most advanced types of malware, and deliver it in way that is simple to maintain. You face the same threats as enterprise organizations, shouldn't you have the same level of security?

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