

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 and dark jeans. The background is a blurred blue and green bokeh effect. The text 'WI-FI BUYER'S GUIDE FOR THE SMALL BUSINESS' is overlaid in white at the bottom left.

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.²**

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 Trends³, **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

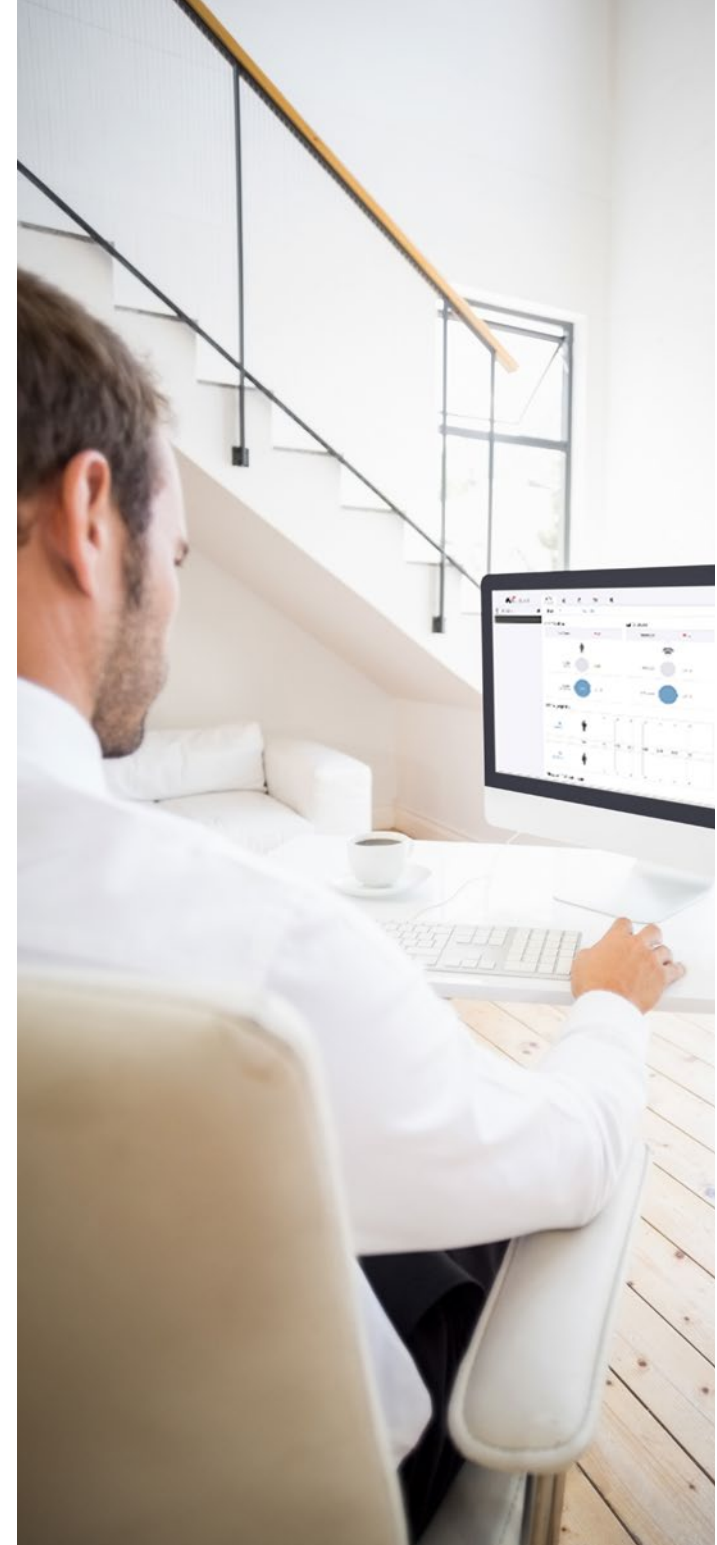
Wi-Fi Cloud environments can take your business from one to an unlimited number of access points across multiple locations, with no infrastructure.

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



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

The **AP420** is designed to bring blazing fast speeds and the highest client density connecting multiple devices at the same time – no more waiting to connect to Wi-Fi. A 3rd radio for dedicated WIPS and RF optimization scanning saves you time and money. This access point is ideal for tradeshow floors, auditoriums, large conference rooms, and shopping malls.

The **AP325** secures your business with the latest 802.11ac Wave 2 technology that meets your business needs, and comes equipped with MU-MIMO—enhancing your Wi-Fi experience. This access point is ideal for medium density environments such as small K-12 schools, office and meeting spaces, small footprint retail, and healthcare.

The **AP322's** rugged, IP67-rated enclosure protects the wireless access point from the wind, rain, and extreme hot or cold weather, while delivering broad, fast, and reliable Wi-Fi coverage. The AP322 is ideal for stadiums and sports fields, schools/universities, malls, parks, hotel pool areas and open air cafes, shipping docks, warehouses, and other harsh environments or outdoor locations.

The **AP120** provides enterprise-grade functionality at a fraction of the cost. Built for networks with heavy smartphone and tablet access such as guest or public Wi-Fi environments, or smaller-footprint locations that support limited devices. This access point is ideal for branch offices, stores, and small classrooms.

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.

Wireless Intrusion Prevention System (WIPS)

Our cloud-managed access points have built-in WIPS to help ensure you have the protection you need.



THE WATCHGUARD DIFFERENCE

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

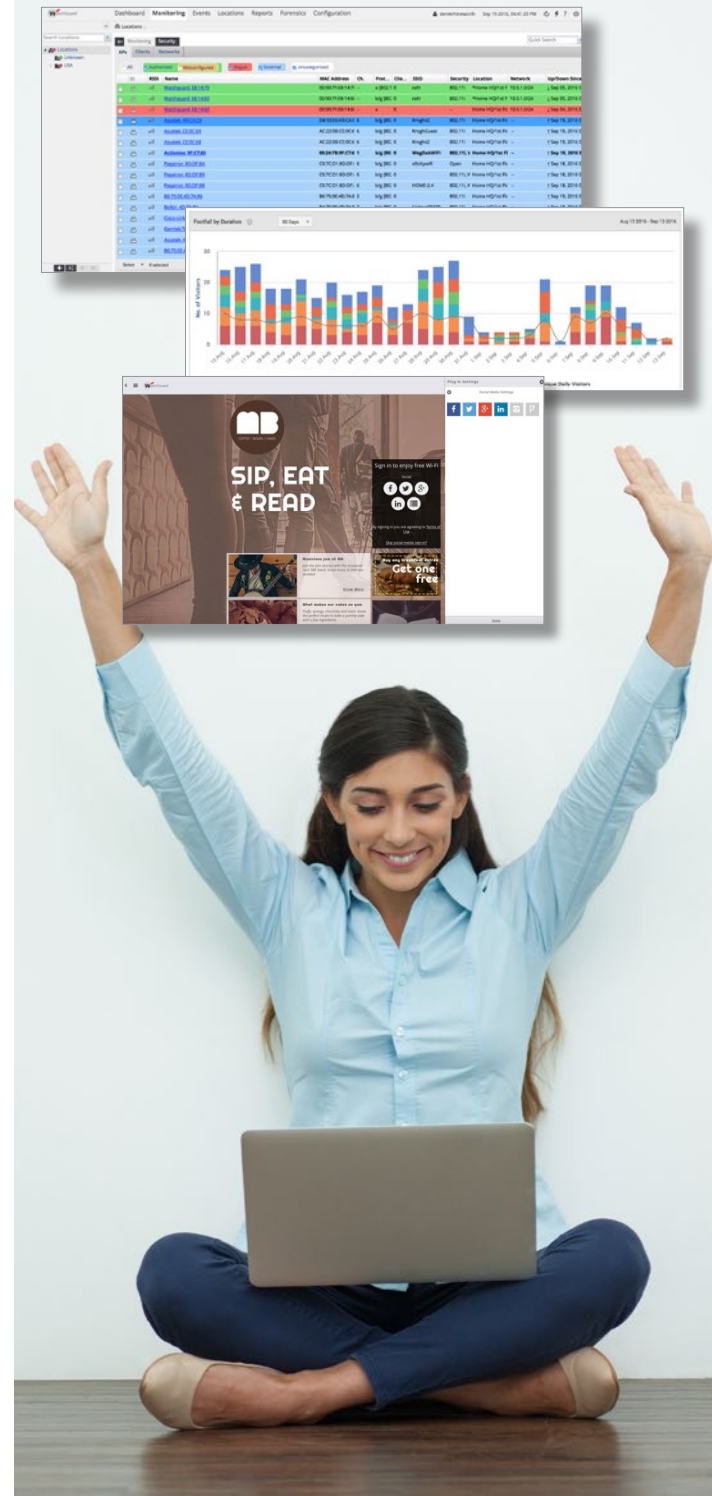
We understand just how important support is when you are trying to secure your network with limited resources. You require greater knowledge and assistance in a world where security is becoming ever more critical and complex, and downtime can spell disaster. Our support program gives you the backup you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



Museum of Flight

Challenge

Established in 1965, the Museum of Flight – located at Boeing Field in Seattle, Washington – acquires, preserves, and exhibits historically significant air and space artifacts, attracting more than 500,000 visitors every year. The museum strives to educate and inspire, while also providing a space for continued research in aeronautical and space history and technology.

“When guests come here they have an expectation to see airplanes, but they also – in a modern world – want an interactive experience,” reflected Hunter Hughes, director of IT at the Museum of Flight. “Our previous Wi-Fi solution was one from HP. We faced difficulties in deployment, we faced difficulties in obtaining good analytic data that was actionable, and support was very difficult for us. Often the Wi-Fi couldn’t handle even a moderate number of guests. We would turn off the Wi-Fi in lieu of leaving it on, so that we could offer no Wi-Fi, as opposed to bad Wi-Fi.”

Coupled with the unreliable HP access points were Fortinet firewalls, devices that were producing similarly unsatisfactory results. With Fortinet, it would often take upwards of 30 minutes before Hunter and his team were able to view blocked traffic in the device logs. Additionally, the aging firewalls did not support strong encryption, a critical need for the museum. The Museum of Flight was faced with overhauling not only their Wi-Fi deployment, but their broader network security infrastructure as well. With WatchGuard, they would successfully do both.

Solution

“With limited money and limited staffing, we didn’t have a lot of choices in terms of what we could do to bring efficiency. WatchGuard played a central part in changing that.”

To provide strong, secure Wi-Fi access within the museum, Hunter chose to deploy WatchGuard’s AP120 Access Points. Managed by WatchGuard’s Wi-Fi Cloud, the APs provide a host of valuable insights into guest analytics, from dwell time at specific exhibits to length of stay within the museum. Offering powerful data rates of up to 866 Mbps (11ac) and 300 Mbps (11n) the APs would also provide the museum’s staff and guests with the reliable, fast Wi-Fi that was so needed.



SUCCESS STORIES

The powerful WIPS (Wireless Intrusion Prevention Service) technology built into the cloud-managed APs would allow Hunter's team to defend the museum's Wi-Fi airspace against threats – from unauthorized devices to wireless DoS attacks – with nearly zero false positives. This critical feature ensures that Wi-Fi at the Museum of Flight is not only reliable and lightning fast, but secure as well. WatchGuard Firebox® M500, M300, and XTM 850 firewalls were also adopted, further securing the museum's network and offering the visibility and ease of management that was so lacking with their Fortinet appliances. Dimension, WatchGuard's built-in, cloud-based network visibility and reporting solution, has been especially beneficial. "Dimension's near real-time response is a game changer. We are able to quickly and easily define new rules and operations in the Firebox management interface with no network downtime."

Results

The WatchGuard deployment has empowered the Museum of Flight with the performance and ease of management that their previous APs never could.

"With the WatchGuard solution, the implementation was easy. The museum can scale up or out at any given moment, and we know that WatchGuard will be able to grow with us," noted Hunter.

"We've found that the dashboard within the Wi-Fi Cloud product has made it much easier for our limited IT staff to deploy new access points, to understand the functionality of the existing access points, and to understand the true needs of our guests. They've also streamlined backend operations by allowing our sales and visitor services forces to become more efficient when serving our customers." With WatchGuard, the museum is now Friendly Wi-Fi accredited, effectively blocking inappropriate and malicious web content from being accessed on-site, and providing invaluable peace of mind to parents of the 140,000 students who visit the museum each year.

"The experience with WatchGuard has been a very pleasant one," reflected Hunter. "We're happy with the products, we're ecstatic about the level of support, and we've never had a difficulty that we couldn't solve on the security side with a WatchGuard product."



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 STORIES

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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