

# Business Central Wireless Manager

## WIIFM? What's in it for me?

Wireless networking continues to be a growth area, fueled by device proliferation and a desire to be connected anytime, anywhere using any device. Analysts points to more controller based solutions being sold over standalone AP deployments, as IT departments deal with an increase in wireless management challenges that are best served with a centralized management platform. However, hardware based wireless controllers are ideal for single locations with dozens to hundreds or even thousands of APs, but not ideally suited for small organizations or those with multiple locations. This includes anything from coffee shops or independent restaurants where you have far fewer APs deployed in each location. Cloud managed 'WiFi as a service' hits a sweet spot in between standalone APs and hardware based wireless controllers to offer SMBs an affordable, easy to use, centralized managed wireless solution to cover multiple locations.

## Top 5 Reasons to Choose NETGEAR®

### 1. Deliver WiFi as a Managed Service

**For SMBs, being small means being nimble.** By their very nature, SMBs can be more agile than larger enterprises. They have the capacity to adopt new technology a lot quicker than larger organizations and can react to market dynamics more swiftly due to leaner organizational structures. This agility can help deliver rapid growth, but can also present network design challenges that may need to adapt just as fast, but simply can't keep pace. Many modern day progressive SMBs recognize how technology acts as a business enabler and use it as a game changer. Their move to cloud based solutions in particular allows them to adapt to changing needs on the fly. Moves, adds and changes become a lot easier to manage – and budget for – and provide flexibility and space to grow. Cloud based services delivery offers multiple advantages over traditional hardware sales models for you and for them. For you, deliver recurring revenue streams by selling 'managed wifi as a service' over hardware based platforms. For them, take the management hassle and IT skills set headache away by establishing, provisioning and managing the wifi network on their behalf. Let them focus on business outcomes rather than SSID configurations and firmware updates.

### 2. Cloud Wireless and More

**Don't be limited in choice.** From standalone access points, to hardware controllers, hardware management platforms and Cloud WiFi, NETGEAR® offers customers choice in how to manage their wireless network. In addition, the chain effect of supporting mobile devices can lead to the complete infrastructure network needing a review. The advent of wearable technologies will see a brand new category of wireless products capable of accessing wireless networks with smart watches displacing analogue and digital incumbents. More device connections means traffic levels could require 10/100 switch upgrades to Gigabit and additional access points may need Power Over Ethernet (PoE) to reduce the need for extra electrical sockets being installed. Increased network traffic could result in more storage capacity requirements whilst security firewalls may need to be upgraded to cope with increased Internet access where 60Mbps LAN to WAN speeds becomes a bottleneck. NETGEAR can help you address each and every one of these areas, where few other vendors can provide similar end to end solutions suited to the SMB segment.

### 3. Pre-Sales Support

**Don't let guesswork or design issues get the better of you.** Tap into our expertise and experience to win business. With thousands of end user wireless site surveys under our belt, we have a wealth of expertise and experience to assist you and your customers is getting the right design scoped. With a high conversion rate, you can access dedicated pre-sales resource to deliver FREE remote and site surveys\*. Build customer confidence and meet expectations early on in the sales engagement process and beat competitors in the process. At the right time, lock potential customers into your proposals with **Deal registration\*\***. In so doing, leverage competitive prices and achieve margin protection.

### 4. Post-Sales Support

**Don't let installation and ongoing customer concerns become a hindrance to building customer loyalty.** NETGEAR ProSAFE® business products provide world-class reliability and are backed by the industry-leading ProSAFE Lifetime Hardware Warranty, Lifetime chat and Lifetime Next Business Day\*\*\* replacement.

### 5. Strength in Verticals

**Don't forget to leverage NETGEAR vertical strengths.** Repeat business can come through customer loyalty, recommendation and reputation. It can also come from repeatable 'Cookie cutter' solution selling where the same solution model can be applied to countless similar customer types. Reduce sales cycles, become renowned for a particular field of expertise and leverage NETGEAR's strength in select verticals. Deliver repeatable propositions for customers in education, assisted living, hospitality, retail, hotels through to warehousing sectors, museums and more.



# Business Central Wireless Manager

## WIIFM? What's in it for me?

### Business Central Wireless Manager Elevator Pitch

Business Central is a secure, cloud based IT service platform designed to provide small to mid-sized organizations with an affordable way to establish, provision and manage key IT networking services, effortlessly.

### Introducing Wireless Manager

Manage your entire WiFi network across multiple borders, cities, buildings and floors, securely through the cloud with Business Central Wireless Manager. Anytime, anywhere.

### Selecting the Right Market to Target

Sectors where NETGEAR wireless solutions resonate include education, assisted living centres, museums, hospitality in the form of independent hotels, restaurants through to warehousing. Discrete solutions that suit each sector type allow rapid customer empathy and provide a path to repeatable success and sales momentum.

#### Decide on Sector

MUSEUMS

ASSISTED LIVING

EDUCATION  
Nursery schools  
Kindergarten

HOTELS/  
HOSPITALITY  
  
Independent Hotels  
  
Small independent retailers  
  
Small branch locations

#### Explore Likely Needs

- Predominantly single site, HQ type deployment including campuses
- Customer requires seamless roaming for client connectivity
- Needs centralized management for outdoor AP today
- Customer budget is in the 'spend now or lose it' mode
- Requirement to keep both data and management traffic within customer network
- Has a requirement for 11ac future proofing/readiness where 11n is sufficient for today's needs

- Deployment is focused on multiple locations
- Customer accepts client initiated roaming
- Does not need centralized management for outdoor AP today or 802.11ac AP deployments for foreseeable future
- Customer has limited budget today and prefers OPEX spend vs. CAPEX spend
- Customer may have limited to no IT skills and needs an easy but flexible management platform
- Customer feels comfortable with the Cloud managed Software-as-a-Service model

#### Engage the Best Sales Play

##### Sales Play 1

Best fit is for small and medium organizations with limited remote sites (less than 3)

##### Hardware Controller (ProSAFE WC7520/WC7600/WC9500)

- Secure, enterprise class control
- Scale up to 50 APs per controller (200 for WC9500)
- Stack up to 3 controllers for redundancy
- Full mobility / roaming support
- Guest Captive Portal
- Futureproof support for 11ac (future APs) with WC7600 and WC9500

##### Sales Play 2

Best fit is for multiple branches with small to medium size deployments

##### Business Central Wireless Manager

- No need for a hardware Controller
- Guest/Captive portal
- Pay as you go licensing
- Add APs and requisite licenses to suit changing needs
- No on site hardware controller configuration or maintenance required

For more information: Phone: 866-480-2112 Option 1 / Email: [USPowershift@NETGEAR.com](mailto:USPowershift@NETGEAR.com)

\* Check availability of this service in-country as variances may apply.

\*\*Check in-country for applicable deal registration support entitlements.

\*\*\* For purchases from 1st June 2014, NETGEAR ProSAFE business products provide world-class reliability and are backed by the industry-leading ProSAFE Lifetime Hardware Warranty and Lifetime Next Business Day replacement. Check in-country for applicable service variances that may apply.

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