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CommScope managed Wi-Fi solutions help cable provider give SMB employees and guests perfectly proportioned connectivity
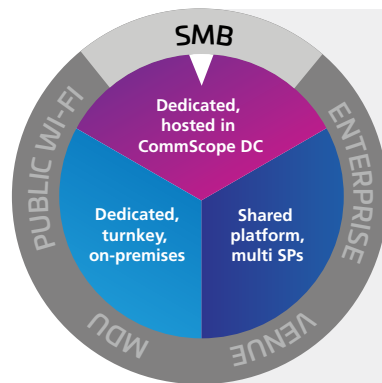
Overview

A smart small business is a connected business. Today, both employees and customers routinely expect to have reliable connectivity while working, shopping or waiting. Private network Wi-Fi is now a business-critical item, whether the office footprint is 100 square feet or 15,000 square feet.

The SMB market is responding. Small business owners and property managers are focused on obtaining practical, turnkey on site Wi-Fi capability. Beyond connecting employees securely to boost office productivity, guest Wi-Fi is a customer experience definer that can build positive relationships with visitors and vendors while reinforcing the business brand. Or it can be a detriment if it's complex and doesn't perform.

The challenge: provide a simple, practical wired/Wi-Fi networking solution for SMBs

In addition to serving six million residences, a large Cable Service Provider offers voice, data, video and security services to more than 350,000 small and regional commercial businesses, nationwide.

SMB

Dedicated, hosted in CommScope DC

Dedicated, turnkey, on-premises

Shared platform, multi SPs

PUBLIC WI-FI · ENTERPRISE · VENUE · MDU

Benefits for service providers

- Comprehensive, white label networking for SMB s with up to 3 access points
- Secure, simple, reliable connectivity
- No configuration burden for SMBs
- Full CommScope hosting and NOC support for Service Providers

The Cable Provider's managed Wi-Fi is a seamless, carrier-managed wired/Wi-Fi network for locations requiring up to three Internet access points, from workspaces to churches, from coffee shops to cultural centers, from medical offices to car dealerships. Customers are freed from configuration tasks but can design their own Wi-Fi splash pages, manage network names (SSIDs) and analyze statistics such as the number of Internet users, sessions and bandwidth consumed during specific hours of the day and days of the week.

For this Provider, the key to creating this winning offering was finding a unique one-stop shop for earlier-grade Wi-Fi based on pre-integrated products wrapped in best-in-class services.

The CommScope Solution: a white-glove approach to simple, reliable SMB connectivity

The national Cable Service Provider picked CommScope as a technology partner because of its unmatched flexibility, superior technology, turnkey design and white-label branding. CommScope offered advantages like industry-leading Ruckus access points, centralized cloud-based administration, a flexible "virtualized managed edge," efficient IP policy enforcement and more. CommScope's combination of professional services, multivendor product support, and full hosting and NOC services helped the Cable Provider create a powerful managed Wi-Fi platform. As a result, the Provider can serve up to 250 guests and employees and deliver speeds of up to 1 gigabit per second (Gbps), with coverage spanning 24,000 square feet indoors and 12,000 square feet outdoors.

The CommScope advantage:
a calibrated combination of technology and services

When the Cable Provider signs up a business managed Wi-Fi customer, CommScope Professional Services designs the Wi-Fi system per the customer's requirements (either onsite or remotely), provisions the account, schedules the turnkey onsite installation, and handles turn-on and testing of the equipment. The service includes turning up access points, a multi-port switch and a compact virtualized managed edge device for router firewall and monitoring. The Cable Provider offers tier 1 support such as portal updates, SSID changes and password resets, while CommScope provides NOC support infrastructure and back office level 2 support.

The CommScope Network Intelligence system provides analytics on the number of connected users, bandwidth consumed, devices connecting, network equipment serial numbers and software release information, uptime statistics and more. The Cable Provider can slice the information by region, state and city, as well as down to individual access points.

The result: secure, reliable connectivity for workers and "waiters" in business spaces

The Cable Provider has deployed business managed Wi-Fi across all of its 11 markets, performing between 50 and 100 installations per month. Guest Wi-Fi includes up to four network IDs, with customizable interstitial splash pages providing branding and promotional opportunities. For business employees and internal use, Private Wi-Fi includes up to four private network IDs with encrypted and private network ID passcode access control. Bring Your Own Device (BYOD) users can quickly and safely access wired systems like printers and servers while being protected from cyber attacks. Finally, Total Wi-Fi combines both private and guest networks, each with separate access controls.

CommScope helped its Service Provider customer create a high-performance offering that gives SMBs the simplicity and reliability they need to grow their bottom lines without struggling to put people online.

To learn more about how CommScope enables Service Providers to deliver Wi-Fi services to SMBs, please visit commscope.com/professional-services/managed-networks/

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com

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