

Trigger Questions

Mobility Strategy

- Do you think that you may have to scale your wireless network in the near future?
- Do you feel you are getting the most out of your wireless network?
- Are you looking for a long-term strategy for your wireless network?

Wireless Network Management

- Are you looking for ways to increase your WLAN coverage but without adding additional IT staff to support it?
- Do you want more control over your wireless network but without increasing the complexity of the management tool or need for a radio frequency expert?
- Do you want to manage several wireless networks (for your branch offices) from a central location?

Security

- Do you monitor your facilities to ensure no one has deployed an unauthorized wireless LAN?
- Do you want to benefit from the latest advanced security features to protect your wireless LAN?
- Do you have a need to ensure the security of business information or customer data for regulatory compliance?

Guest Access

- Are you looking to increase productivity and efficiency by providing secure, controlled wireless Internet access to contractors, customers, or business partners on your premises?

Voice

- If your workforce is organized around projects, are you interested in facilitating collaboration and increasing your workers' flexibility?
- With the business pace accelerating every day, do you feel you need to increase your responsiveness to market changes and to customers?

Location

- Are you looking for IT solutions to solve logistics problems related to asset tracking that slow down your company?
- Do you want to automate the ability to locate wireless security threats, such as rogue access points?

Elevator Pitch

- **Management**—The Cisco Unified Wireless Network facilitates the management of wireless networks, defining policies and planning upgrades from a central point. It also provides a complete view of the RF environment for enhanced control through a user-friendly interface.
- **Simplicity**—Based on their level of expertise with wireless technologies, IT managers can customize advanced wireless features or use the predefined templates available as part of the WCS management solution, a part of the Cisco Unified Wireless Network. In addition, the wireless network is constantly and automatically adapting to changes in the RF environment to ensure a consistent service experience.
- **Security**—With the Cisco Unified Wireless Network, IT managers can monitor all activities taking place in their wireless environment and thus ensure more complete security for both their wired and wireless networks. Depending on your business, this level of wireless security may even be a regulatory compliance imperative. Automated intrusion prevention and detection provide a complete shield against wireless threats and give IT the confidence to meet regulatory compliance requirements.



- **Industry leadership**—The Cisco Unified Wireless Network is designed to evolve and scale with your needs and can support mobility services such as voice over Wi-Fi, location-based services, and more.
- **Market leadership**—Cisco is the market leader in the wireless LAN space with 65 percent of market share. Cisco customers are increasingly adopting the Cisco Unified Wireless Network.

Benefits

- **Investment protection**—The migration to a Cisco Unified Wireless Network is simple and preserves the majority of your past wired and wireless investment. In addition, the Cisco Unified Wireless network expansion can also be staged to increase your network capabilities as your needs and size evolves.
- **Business continuity**—The increased control and view of the network allow the IT team to immediately identify network issues and take action. Moreover, the centralized management minimizes the time needed to upgrade a network or to apply new policies.
- **Enhanced security**—The Cisco Unified Wireless Network takes security to the next level, offering visibility into the entire office RF environment. With instant alerts and analysis of wireless threats, IT managers can react and protect their network integrity in one click.
- **Increased end-user satisfaction**—Through advanced features such as self-optimization and load balancing, the Cisco Unified Wireless Network allows IT managers to deliver the best experience to end users, ensuring a fast adoption of the wireless network and maximizing the return on investment.
- **Unlimited potential for value creation**—The Cisco Unified Wireless Network is the perfect platform to create business value, thanks to mobility services such as voice over Wi-Fi and location-based services. Collaboration can be improved, valuable assets tracked, and inventory updated in real time.

Table 1 compares the features available in each network configuration and table 2 lists in a more detailed manner the mobility services available in the two last configurations.

Note: Mobility Services are usually not deployed on access points in standalone mode (no roaming and no IDS/IPS).

Table 1. Feature Comparison

	Standalone	With WLSE or WLSM	Unified Wireless Network
Centralized Management	None	Partial	Full
Dynamic Real-Time RF Management	None	None	Full
Enhanced Security	None	Partial	Full
Guest Access	None	None	Full
Voice Services	Partial	Partial	Full
Location Services	None	None	Full
Feature Velocity* from Cisco	Partial	Partial	Full

*Feature velocity from Cisco means the speed at which new releases will be issued by Cisco in the future.

Legend: Full (Green circle), Partial (Yellow circle), None (Red circle)

Table 2. Comparison of Mobility Services

		WLSE or WLSM	Unified
Security	Automated, 24x7 wireless IDS/IPS	Limited	Yes
	Predictive location and containment of Rogue Access Points	No	Yes
Guest	Integrated guest access that uses existing wireless network	No	Yes
	Lobby ambassador and customizable welcome screen	No	Yes
Location	Integrated location appliance with open APIs for asset tracking	No	Yes
	Historical view of device location and statistics	No	Yes
Voice	Supports QoS (WMM) and Fast Secure Roaming	Yes	Yes
	"Voice ready" network planning tools and management	No	Yes

