

Trigger Questions

Mobility Strategy

- Are your employees demanding more mobility within the workplace?
- Has your organization deployed collaboration applications such as unified messaging and corporate-sponsored instant messaging?

Security

- Does your business have any way to identify and locate rogue access devices that could be finding their way into your network?
- Do you monitor your entire facilities to ensure there are no unauthorized WLANs deployed?
- 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, anywhere on your premises?

Voice

- Is it difficult to maintain cellular coverage in your business environment?
- Are IT costs for mobile voice and data services skyrocketing?
- With the business pace accelerating every day, do you feel you need to increase your responsiveness to market changes and to customers?
- If your workforce is organized around projects, are you interested in facilitating collaboration and increasing your workers' flexibility?

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

- **Secure your business**—With the Cisco Unified Wireless Network, IT managers can monitor all the 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 the ultimate shield against wireless threats and give IT the confidence to meet regulatory compliance requirements. To truly secure your environment, a pervasive WLAN is required.
- **Voice and location applications**—These applications provide compelling benefits for businesses of all types and sizes, and generate a clear business that justifies that capital investment in a pervasive WLAN.
- **Simplicity**—With a pervasive deployment of the Cisco Unified Wireless Network, IT managers can deploy new mobility services and business-critical wireless applications in a minimum amount of time and in a simple way.
- **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 clear market leader in the wireless LAN space with 65% of market share; our customers are increasingly adopting the Cisco Unified Wireless Network.



Benefits

- **Integrated mobility services and solutions**—The Cisco Unified Wireless Network offers integrated mobility services features that enable critical new business applications. These services include voice, location, advanced security, and guest access.
- **Business continuity**—Increased control and view of the network allow the IT team to immediately identify network issues and take action. Moreover, 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 by 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, but true security is only achieved with a pervasive WLAN.
- **Increased end-user satisfaction**—With 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 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.

How To Do It

