

## Trigger Questions

### Wireless Network Strategy

- What changes are you considering to your infrastructure to address the rising demand for “on the go” access to business-critical data and applications?
- How secure do you consider your existing network? Are you concerned a wireless LAN will compromise your network security?
- How important is network integration and interoperability when evaluating new products or technologies for your network?
- Is your network scalable and adaptable enough to support the growth and business flexibility you need?
- What concerns do you have about managing a wireless network?

### Total Cost of Ownership

- What actions are you planning in the next 6 to 12 months to reduce operational expenses in your network infrastructure?
- Do you know how much you could save in cabling costs for new or unwired buildings with a wireless LAN solution?
- How frequently do moves, adds, and changes occur in your company?
- What are your IT staffing and training requirements for supporting multiple vendor solutions in your network?
- Does your IT staff have RF expertise or would you need to invest in training?
- How much time does your IT staff spend supporting visitors?

### Competitive Advantage

- Have you considered how your competitors are using wireless technology to improve their competitive advantage?
- Do visiting customers, staff, contractors, or other guests frequently request WLAN access?
- How would providing employees, customers, or partners with wireless Internet access on your premises affect the agility and efficiency of your business? How about satisfaction levels?
- With the business pace accelerating every day, how are you increasing your responsiveness to market changes and to customers?
- How are you dealing with the challenge of attracting and retaining high-quality talent in this competitive labor market?
- If your workforce is organized around projects, how does your network facilitate collaboration and increased employee flexibility?

### Elevator Pitch

- **Market transformation**—More than 50% of companies today are using mobility-enabling technologies such as wireless LANs to improve productivity, enhance collaboration, and increase the responsiveness and agility of their business. Nearly 70% of companies are expected to have deployed wireless by the end of 2007. Enterprise spending on WLANs is expected to grow on average of 22% per year between 2005 and 2010. Consider where you fall on the adoption curve compared to your competitors.
- **Competitive edge**—Access to key business applications anywhere a WLAN is deployed keeps employees better informed, improves productivity, and increases responsiveness to co-workers, partners, and customers. The Cisco Unified Wireless Network offers mobility services, such as wireless voice over IP, location services, guest access, and advanced security solutions that improve business processes and produce tangible, competitive results for companies of all sizes.



- **Total cost of ownership**—A Unified Wireless Network can reduce TCO by reducing operational costs associated with ongoing network maintenance such as frequent adds, moves, and changes; equipment upgrades and repair; and the unplanned downtime that these activities inevitably require. The Cisco Unified Wireless Network integrates with existing network equipment and automates network configuration and management using the Lightweight Access Point Protocol (LWAPP) standard.
- **Industry leadership**—Cisco is the market leader in the wireless LAN space with 65% of market share. Acknowledged by Gartner Group as the “Wireless LAN Magic Quadrant” leader, only Cisco delivers a comprehensive, unified wired and wireless solution that includes state-of-the-art security and management capabilities, advanced mobility services, and standards compliance. Cisco is a partner you can trust with the portfolio breadth and expertise to help your business make a smooth transition into the mobility age.

## Main Benefits

- **End-to-end unified solution**—The Cisco Unified Wireless Network is a fully integrated solution that addresses all layers of the WLAN, including client devices and access points, network infrastructure, network management, and delivery of mobility services and award-winning, worldwide 24-hour product support.
- **Unmatched security**—The Cisco Unified Wireless Network provides a multilayered security approach to ensuring confidential communications, policy compliance, and threat control and containment. With this comprehensive approach, IT managers have full visibility of all activities transpiring within the network. This in-depth view of network events enables end-to-end protection of both the wired and wireless network against malicious user and network threats.
- **Manageability and scalability**—Solutions scale from midsize to large organizations as well as to a network of remote branch offices. Cisco simplifies WLAN management by providing clear visibility and control of the RF environment. This increases scalability, improves troubleshooting, and enhances productivity for network administrators, resulting in lower operational expenditures.
- **Wired/wireless integration for low TCO**—Through the Cisco Unified Wireless Network, wired and wireless networks are integrated and extended to deliver the lowest possible total cost of ownership for companies deploying wireless LANs. Cabling costs are significantly reduced for companies that experience frequent moves or have unwired buildings. Operational and capital costs associated with managing and deploying the wireless network is minimized. Scalable, simplified administration lessens the burden on IT staff.
- **Performance**—Cisco provides reliable coverage and optimized bandwidth to ensure maximum WLAN performance and a superior end-user experience. Quality of service for voice and delay-sensitive applications, real-time capacity management with load balancing, and self-healing detection are all supported by the Cisco Unified Wireless Network.
- **Unlimited potential for value creation**—The Cisco Unified Wireless Network is the perfect platform to create business value, with its advanced mobility services such as voice over Wi-Fi or location-based services. Collaboration can be improved, valuable assets tracked, and inventory updated in real time.

