

Why managed WiFi is essential



Your organization's WiFi network is an invisible, but vital cornerstone of your operations. More than ever, you are challenged with providing high-speed, consistent connectivity with enough bandwidth to meet the expectations of your increasingly connected employees and visitors. Many organizations are challenged to ensure seamless WiFi access is available everywhere and at all times for a growing number of users and devices. You must meet these expectations while simultaneously increasing productivity and reducing the cost of managing technology.

As users spend more time on multiple devices to connect to your network, there is a clear, increased demand for quality WiFi. To meet these growing bandwidth demands and minimize the time spent on troubleshooting and maintenance, organizations are turning to a fully managed WiFi solution. Including installation, service and support, a fully managed WiFi solution ensures high quality connectivity while reducing the maintenance and support burden on IT staff. This allows them to spend more time on high-value activities that support business objectives and increase revenues.

Ubiquitous WiFi increases productivity for all

Slow WiFi can limit the ability to access your network on laptops, smart phones, tablets and other devices from anywhere within a business location. Most employees remain online throughout the day — sending and receiving emails, conducting web-enabled meetings and researching information. Poor connectivity slows them down. Likewise, a slow WiFi connection also impacts visitors to your location who often need Internet access to conduct onsite business meetings with your organization. When poor WiFi connectivity limits or slows down their activities, this can negatively impact your business.

Whether for an employee or a visiting customer or partner, consistently available, high-quality WiFi connectivity is essential. Enterprises with a managed WiFi solution that can easily increase bandwidth, and tier and segregate traffic — protecting your private traffic with service set identifiers (SSIDs) and personal area networks (PANs) — are best positioned to adapt to varying degrees of usage for a variety of users, provide consistent coverage and a seamless user experience.

Employees and visitors expect a seamless connectivity experience within your business location. You may have hundreds of devices accessing your network concurrently. The more devices, the more strain on the network — slowing down network speeds or creating outages. A managed WiFi solution — which includes network design — can ensure the best placement for your WiFi access points and routers for optimal performance.

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Managed WiFi creates operational efficiency, cost savings

Top technology priorities often include reducing the cost of managing technology and increasing employee productivity. A fully-managed WiFi solution addresses both of these challenges.

Enterprise-grade WiFi equipment is expensive, requiring annual licensing fees and costly support. And the increasing proliferation of devices requires continuous updates to your wireless network infrastructure along with funding for maintenance, technology upgrades and employee training. When you manage your own network, your IT staff is responsible for system design, installation, maintenance and repairs. This might require constant tweaking of coverage areas, access points and bandwidth, as well as firmware updates to keep the WiFi working well.

Many enterprises find it challenging to hire and retain qualified IT professionals. Approximately 41 percent of tech and hiring managers said finding talent with the right technical skillset has become more difficult.¹

By choosing a fully managed WiFi solution, you'll have access to the latest equipment, software and updates. You also have access to IT professionals who serve as an extension of your team. With a managed WiFi provider you no longer spend time and resources struggling over issues surrounding network architecture and support. Instead you can focus on determining which technology solutions will bring you closer to your mission and goals.

Choose the right solution and the right partner

Many enterprises face unique capacity challenges when it comes to operating a WiFi network. The volume of data demand changes throughout the day depending on the number of users accessing your network. Your WiFi network needs to be designed for maximum capacity to meet demand and expectations that WiFi should be available whenever and wherever the need arises.

A managed WiFi solution ensures your users don't experience dead zones and have enough bandwidth to match demand whenever needed. It can be customized for your unique requirements and allow IT management to monitor network traffic and analyze usage in order to make evidence-based decisions for future IT investments. The right solution can also support branding with customized log-in landing pages.

Spectrum Enterprise offers a turnkey, fully-managed WiFi solution ready to meet your current and future needs. Drawing upon in-depth industry knowledge and vast technology experience, Spectrum Enterprise builds reliable networks that allow you to:

- Deliver a highly reliable, fast connectivity experience
- Scale bandwidth to meet growing demands
- Gain peace of mind with a partner that continuously monitors and supports your network 24/7/365



- Move from a capital expenditure model to an operating expenditure model, paying a small monthly fee as opposed to paying expensive upfront equipment costs
- Reinforce your brand with customized WiFi log-in pages

Investing in a flexible, fully managed WiFi solution ensures consistent connectivity for every person within your organization. Managed WiFi from Spectrum Enterprise provides improved employee productivity and cost savings.

[Learn more](#) about how Spectrum Enterprise can help you meet WiFi demands by providing your enterprise with fast, resilient connectivity.

1. <https://www.techrepublic.com/article/why-41-of-it-hiring-managers-say-finding-tech-talent-is-becoming-harder/>

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.