

Why managed WiFi is essential for government



Your municipality's WiFi network is an invisible, but vital cornerstone of operations and the citizen experience. More than ever, you are challenged with providing high speed, consistent connectivity with enough bandwidth to meet the expectations of your increasingly connected citizens, employees and internal departments. You must meet these expectations while simultaneously reducing the cost of managing technology and increasing operational efficiency.

With increasing constituent desire for “always-on” government, and high-quality connectivity in public spaces, there is a clear, increased demand for quality WiFi. To meet these growing bandwidth demands and minimize the time staff spend on troubleshooting and maintenance, state and local governments are turning to a fully managed WiFi solution. Including installation, service and support, a fully managed WiFi solution allows employees to spend more time on high-value activities that improve constituent services, increase operational efficiency and enhance cross-agency and department collaboration.

Changing WiFi demands

For citizens and government employees, slow WiFi can limit the ability to connect to online information and services. Poor connectivity not only slows users down, but creates possible negative impacts on community safety — especially when critical emergency and first responder services can't transmit data.

Additionally, most of your employees and constituents remain online throughout the day — checking email and social media, working remotely, streaming video on mobile devices and seeking information about government services. When poor WiFi connectivity limits or slows down their activities, satisfaction drops.

Beyond current applications, state and local governments are beginning to collect more data from connected devices and are implementing beacon technology and Internet of Things (IoT) features like connected light poles. State and local governments with a managed WiFi solution that can segregate, tier traffic and increase bandwidth easily are best positioned to adapt to these technology advances, further their digital transformation, provide consistent coverage and a positive user experience.

Employees and citizens all expect a seamless connectivity experience as they move across government buildings and public spaces. This poses a particular challenge for buildings with thick concrete walls and multiple floors or those attempting to retrofit legacy systems to support new connectivity demands. 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 for state and local governments often include reducing the cost of managing technology and increasing staff 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 staff trainings. 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 state and local governments find it challenging to hire and retain qualified IT professionals. More than 90 percent of agencies say that it is somewhat or very difficult to find IT talent with the right competencies.¹

By choosing a fully managed WiFi solution, you'll have access to the latest equipment, software and updates. You also get access to IT professionals that 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.

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Choose the right solution and the right partner

State and local governments face unique capacity and density challenges when it comes to operating a WiFi network. As a 24/7/365 operation, the amount and flow of people throughout the municipality is always changing and hard to measure. With changing volumes throughout the day and on different days, your WiFi network needs to be designed for maximum capacity. It needs to give safety devices priority over a constituent playing a game on a tablet.

A managed WiFi solution ensures your users don't experience dead zones and have enough bandwidth to match demand day or night. 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 — which builds state and community pride — 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 government experience, Spectrum Enterprise builds reliable networks that allow you to:

- Deliver a highly reliable, fast connectivity experience
- Scale up 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 state or local government identity with customized WiFi log-in pages

Investing in a flexible, fully managed WiFi solution ensures consistent connectivity for overall operations and every person on the municipality campus. Managed WiFi from Spectrum Enterprise leads to more satisfied citizens, productive staff and cost savings.

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

1. Public Technology Institute, "2019 Trends in the Local Government IT Workforce: Professional Development, Skills and Hiring National Survey," <https://www.pti.org/civicax/inc/blobfetch.aspx?BlobID=23041>.

About Spectrum Enterprise

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