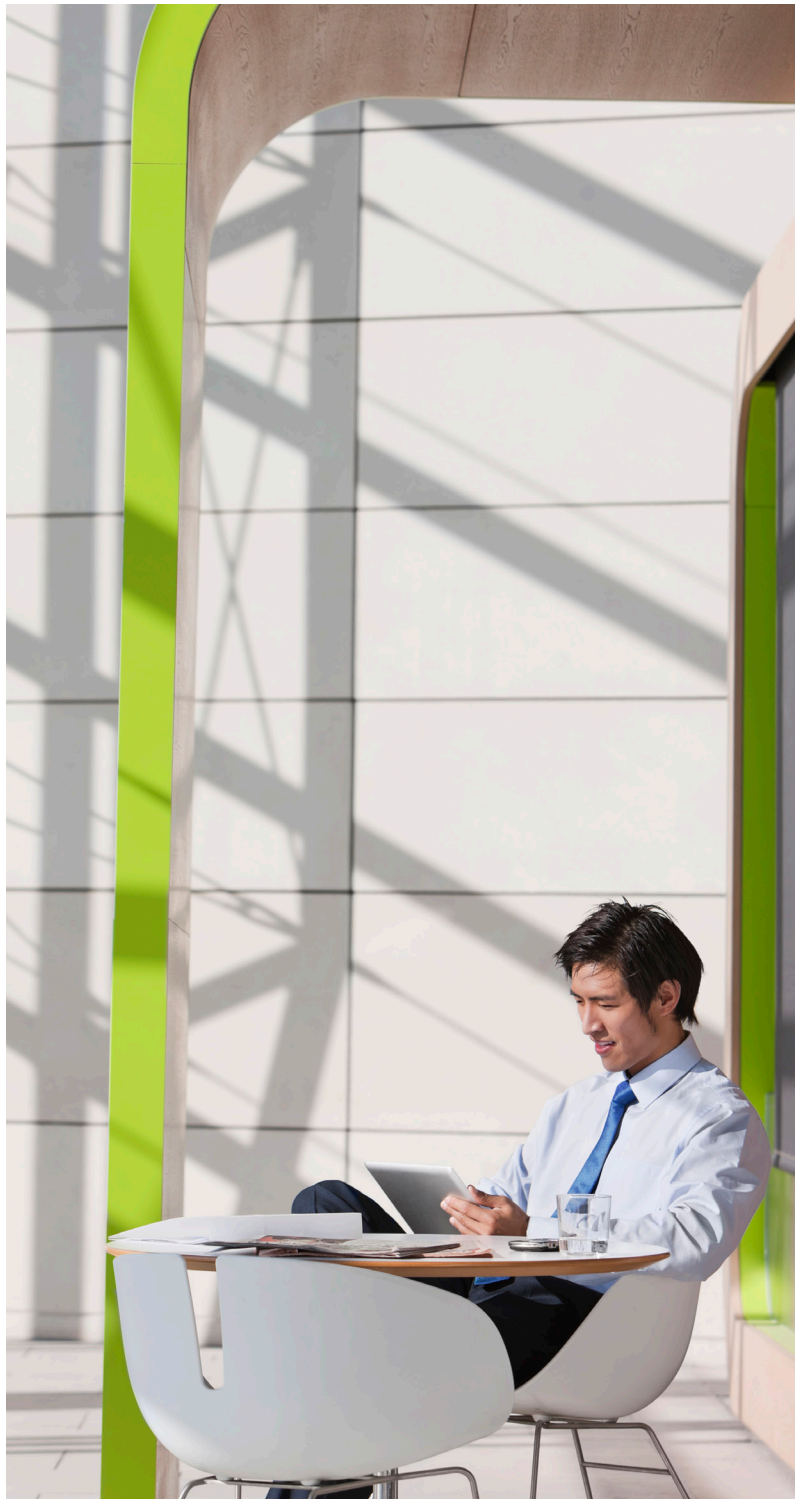




# MOVE BEYOND TRADITIONAL WI-FI

Improve the way you work and engage with customers through secure, controlled Wi-Fi access



## SUMMARY

Today, Wi-Fi access to people and information is increasingly vital to the way any organisation operates. Yet, traditional Wi-Fi access has offered limited functionality. With Telstra Managed Wi-Fi, you can take Wi-Fi from being a mere access technology to a crucial enabler of your business goals. The key is the advanced Cisco technologies that offer superior visibility and control across the network and devices. They enable you to apply appropriate access and security policies for staff, guests, contractors and public hotspots. This can extend across sites by device, user role and application.

With these capabilities, you can not only take advantage of increasing mobile usage, you also have the perfect answer to the growing trend of bring your own devices (BYOD). On one hand, you're able to improve the productivity and collaboration of staff or suppliers through secure access. On the other, Wi-Fi can deepen customer engagement by sending information of interest according to their location, or create new revenue streams through marketing activities.

Managed Wi-Fi can deliver benefits to just about any industry. We can design a fit-for-purpose solution that works with many types of locations, from the most simple to the most complex and challenging, whether indoors or outdoors. What's more, it can easily scale to suit your changing needs. By using our fully managed service, you can also enjoy the assurance of high availability, reduce the burden and cost internal management, and have more time to focus on what you do best.

## BENEFITS

- Take full advantage of BYOD – allow multiple users and devices to connect securely to the network according to your policies.
- A better way to work – staff can access information and collaborate without being tied to their desks, while you keep corporate data safe.
- Engage more closely with customers – provide information and value-added services to guests according to location.
- Gain new revenue sources – send marketing messages tailored by location to influence your customers and cross-sell and up-sell.
- Lower costs by automating key business processes – from simple to the most complex and challenging indoor/outdoor environments.

## CORE FEATURES

### Site Survey

The site survey assesses your environment to help reduce interference, increase coverage and provide the cost-effective deployment. We offer a range of surveys from simple site and desktop surveys to complex environments like stadiums, warehouses or mining sites. A site survey by experienced engineers is crucial for these multi-faceted environments, and is just as essential for real-time communications like voice and video. It's also vital when you want location services, since proper calibration is key to triangulate location and provide accurate data analytics. Site surveys are delivered by the same staff who survey and build our own networks, so you can be assured of optimum performance for your Wi-Fi solution.

### On-site Equipment

We offer the latest Cisco equipment with full maintenance provided as standard:

- **Wireless access points (WAPs):** We offer WAPs from simple to advanced depending on site requirements. They support passive beamforming so most Wi-Fi enabled devices experience turbo-charged performance. The WAPs are also able to support both corporate access and public hotspots through the one access point to save you duplicating equipment
- **Wireless LAN (WLAN) controllers:** WLAN controllers are necessary when you have many WAPs in your network and want a single point of management. They are also needed when you have a public hotspot and want a splash page function.

### Choice of Autonomous or Unified Modes

The Autonomous Mode suits single deployments or smaller environments such as small offices where roaming is not needed. The Unified Mode, including Mesh networks, supports roaming across large, multi-functional environments such as combined office, recreation, accommodation and factory areas, both indoors and outdoors. The Unified Mode is necessary if you have a public hotspot.

### Standard Reporting

This is the standard reporting service that allows you to use the shared Prime Infrastructure Management platform we host. Reports will be emailed to you monthly.

### Voice and Data Support

We provide Quality of Service to prioritise voice and video traffic to help ensure communications in real time work with reduced latency and jitter.

## OPTIONAL FEATURES

### Network Access Control

The Cisco Identity Services Engine lets you take full advantage of BYOD by offering strict identification and enforcement combined with automated user onboarding to the network. The platform lets you profile user types – whether staff, corporate guests or the public; assess the security clearance of devices for entry into the network; and authenticate and authorise appropriate access. Essentially, it's a fast and secure way to help ensure multiple devices and users comply with your policies.

### Location Tracking and Analytics

The Cisco Mobility Services Engine lets you track the location of up to 25,000 wireless devices to within a few metres. Location awareness helps you enforce security, view high usage areas for flow control and manage network capacity. It also lets you track customer movements, and combined with mapping and data analytics, allows you to send marketing or information messages to increase engagement.

### Wireless Interference Mitigation

Cisco CleanAir Access Points will accurately identify the source, location and scope of interference such as microwaves and Bluetooth handsets. They can take automatic action to help overcome interference to increase network performance.

### Intrusion Prevention

Cisco Mobility Services Engine, Wireless Intrusion Prevention System and Cisco CleanAir Access Points provide constant, automated network scanning and analysis to help prevent rogue attacks and facilitate the safety and integrity of your data.

### Online Management and Real Time Reporting

Advanced reporting gives you real-time access to more than 130 online reports via a dedicated Cisco Prime Infrastructure device installed on your premises.

### Management Services

We can deliver a complete managed service that includes design, equipment (purchase or rent), installation, testing to produce an 'As Built' report if required, commissioning, plus equipment maintenance and management. Management can be either Reactive, where you contact us when you detect a fault, or Proactive which offers automatic monitoring and response to issues. If you do not require management, we offer these options:

- **Telstra equipment procurement and maintenance only:** You install and configure the devices and manage them yourself. Please note, this service is only available in Australia
- **Telstra design, procure, install and commission services:** We procure, install and configure the Wi-Fi equipment, as well as design and test your networks. No management services are provided. If you decide to obtain management services later, no further installation or commissioning charges are payable.

## COMPLEMENTARY PRODUCTS AND SERVICES

We offer additional products and services that complement the solution and add extra capability and value. These include:

### BYOD Consulting

BYOD Consulting provides a single source of expertise to help you achieve a holistic BYOD strategy aligned with your business needs, security requirements and company culture. We can manage the BYOD lifecycle end-to-end, aiming to reduce cost, complexity and risk so that it delivers greater value to your business.

### Telstra Mobile Device Management

BYOD has driven the need for Mobile Device Management (MDM) solutions. MDM addresses the challenges of software distribution, policy enforcement, inventory and service management on mobile devices. Combined with the Cisco Identity Services Engine, you can have a more consistent, secure and sophisticated level of control over the mobile devices that connect to your networks.

### Managed Switch

We provide a full range of LAN management and reporting services, including network assessment, planning, purchase, design, deployment, and 24/7 monitoring and management. Managed Switch bundles include everything in a simple monthly fee, or you can have a customised service where design and install, commissioning and management are separately charged.

## ABOUT TELSTRA

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP™ network and Next G® network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service™ and one of Australia's largest and most qualified field and technical workforce.

### Things you need to know

Telstra Managed Wi-Fi is only available with a Telstra supplied data network.

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