

# OVERCOMING COMMON CHALLENGES FOR MANAGED WIFI BUSINESS SERVICES



## Commercial Expectations

Robust, easily accessible Internet is no longer optional for businesses — it's a necessity. From large workforces looking for reliable ways to collaborate wirelessly to small to medium businesses offering WiFi to their staff and customers, businesses are increasingly looking for service providers that offer reliable managed WiFi solutions.

With ABI Research indicating that carrier WiFi hotspots will reach *13.3 million by 2020*, it's unsurprising that end users expect to be able to access WiFi everywhere and that a lack of reliable WiFi is enough to affect a business's popularity. *A recent industry* survey from Amba Hotels found that 67% of hotel guests consider free WiFi the most important factor when choosing accommodation — above a good night's sleep (58%) and knowledgeable staff (40%).

The problem for service providers is that whether your customer is a large casino, a mid-size hotel, or a small factory, the expectation is the same: reliable, scalable, and easily configurable WiFi that works seamlessly across the premises.

## WiFi Challenges in a Business Environment

However, it isn't always easy to deliver consistently high quality WiFi service. Common problems include:

- Range between WiFi access points
- Interference from outside sources, such as weather stations and cell towers
- Interference from nearby WiFi access points
- Signal blockage from concrete walls

Support costs increase when there are problems related to the deployment and provisioning of WiFi access points and extenders. Business owners also become frustrated when the service they are paying for does not deliver value.

Without visibility into a business's network, it can be difficult to diagnose and troubleshoot WiFi problems resulting in lengthy phone calls and truck rolls. Costs further increase when relatively straightforward tasks such as adding new devices — for example, WiFi extenders — and updating passwords require lengthy, manual processes. This means technicians spend more time per site, at a higher cost per customer to the service provider.

For managed WiFi to be a viable service offering, you need to enable one-step installation, as well as improve remote device monitoring and management. Without this, the cost of providing a reliable, managed WiFi solution to your business customers could outweigh the benefits.

How can you ensure a seamless WiFi experience for commercial businesses without driving up operational costs?

## TR-069 Solves Business WiFi Challenges

An end-to-end remote device provisioning and management solution will help automate tasks and reduce the costs associated with managed WiFi offerings in business environments.

The Broadband Forum TR-069 specification offers a way for service providers to remotely bring customer premises equipment (CPE) online and extend device management beyond the gateway device. A TR-069-based device provisioning and management solution offers a way to eliminate the manual processes that drive up costs while also giving subscribers the chance to plug-and-play.

### **Faster Device Provisioning and Deployment**

To simplify new service rollout, it is important to sync data across multiple WiFi access points or extenders on a network. This makes it easier to ship a device to a business, have the customer plug it in, and automatically sync the device to the network. A TR-069-based device provisioning and management system automatically detects configuration changes (such as password resets) on one device and propagates those changes to linked devices.

This is useful for solving some of the most common customer problems — changing passwords on WiFi devices and introducing new devices to the network — to save support costs associated with truck rolls and call volume, while also enabling a seamless WiFi experience.

**The result?** Business customers can get their WiFi up-and-running quickly and add new devices without a high OPEX investment.

### **Real-time Monitoring of Service Quality**

Ensure businesses can offer their guests a seamless experience by continuously and automatically optimizing WiFi on the business premises.

Leverage TR-069 to gain insight into the network and perform a spectrum analysis to ensure there are no quality of service issues affecting the user experience. A robust TR-069 based solution should let you see the devices on the network, as well as identify issues that could affect or block WiFi signal strength

Proactive, real-time monitoring enables you to detect and stop issues before the customer is even aware.

**The result?** A better quality of experience for your customers and faster resolution of issues that affect service quality.

### **Streamlined Troubleshooting and Support**

Even with pre-emptive and real-time monitoring, sometimes external factors may affect WiFi service quality. Contain support calls (and costs) by giving customer service representatives (CSRs) all the information they need at their fingertips to provide informed and fast support.

TR-069 offers service providers unprecedented visibility into the customer network beyond the gateway device. This visibility can help reduce call times and associated support costs, as CSRs have more analytics and greater granularity of issues for faster and improved troubleshooting. With streamlined troubleshooting, you can:

- Turn any device into a plug-and-play solution, regardless of vendor proprietary methods
- Save on OPEX related to device provisioning by eliminating manual processes for field technicians to reduce the time spent on truck rolls
- Improve customer satisfaction by enabling businesses to quickly resolve issues and deploy devices

**The result?** More details for customer service representatives and administrators to reduce the steps (and costs) involved in troubleshooting and support for managed WiFi networks

### **Support Self-Service Options**

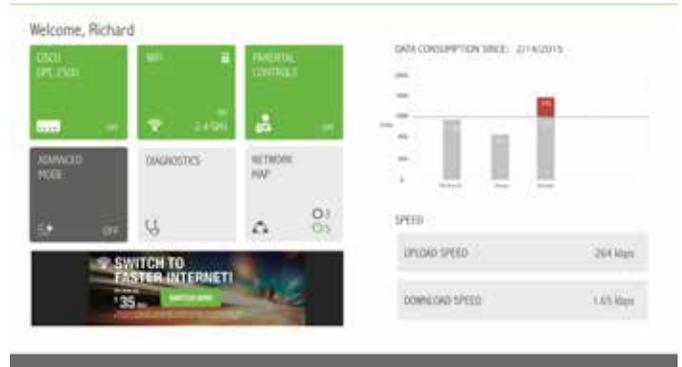
Go a step further and make it even easier to improve managed WiFi services for business customers by offering an easy-to-use, self-service portal. A configurable portal gives business customers the tools to make basic parameter changes and view network information.

This is useful to let tech-savvy business customers update passwords or check settings, such as whether there are bottlenecks on a particular access point, while also helping less technical customers understand how their network works.

A self-service option can reduce costs associated with common support phone calls and empower business owners to make configuration changes without a technician's knowledge of hardware.

*Remember:* less is more when it comes to user portals. Keep your audience in mind and create a simple interface that allows business customers to easily navigate and complete common procedures.

**The result?** Happier business customers who can make fast updates to their network without a high level of technical knowledge and lower associated support costs.



**FREE  
TEMPLATE**



Looking for a TR-069 device management solution suitable for managing business and residential customers? Finding the right vendor can be daunting. [Click here to access](#) a free RFP template that can be configured to meet your needs and help you with your selection. You can also visit: <http://bit.ly/1oHIQbr>

## THE INCOGNITO PHILOSOPHY

Broadband service providers worldwide use Incognito products to solve their device provisioning, network intelligence, resource management and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

### Flexible Modular Solutions.

Get software solutions that fit your needs, not the other way around. Our extensive toolkits and experienced integration experts ensure that you can easily integrate any Incognito solution into your existing systems.

### Customer-Centric Approach.

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

### Support Services.

We're committed to your success. Our experienced professional services team can design custom solutions to suit your needs, while our support team is available 24/7 to answer your questions.