Wireless Innovation

Top Five Ways Your Network Can Help You Innovate Faster

It only takes an instant to lose a customer. With the pace of digital transformation accelerating, you have to be able to innovate quickly in order to remain competitive. Your network is critical to your innovation success. You can't afford any slowdowns or risk exposure. A commodity network simply isn't enough.

Here are five ways that choosing the right network will make your innovations a success.

1. **Get the insights to create better experiences**
Create exciting new ways to engage with customers by harnessing the insights from location analytics that provide accuracy up to 1 meter away. Quickly and easily build context-aware mobile experiences by using drag-and-drop design tools. Send personalized notifications to visitors based on their real-time location. Easily integrate mobile experiences with your existing native apps using SDKs.

   Cisco® Connected Mobile Experiences (CMX), Cisco Meraki® cloud location solutions, Hyperlocation and Virtual BLE Beacon.

   "We didn't have such data before. Now, when customers visit the mall we can make personalized offers based on their online shopping preferences."

   – Blandine Charvériat-Louis
   Chief Marketing Officer, Altarea Commerce

2. **Help ensure the best performance at your network edge**
Give users exceptional wireless performance with a network that automatically optimizes for high-density environments. Get more speed, capacity, and reliability for business-critical applications. Get seamless continuity of service with automatic intelligent routing if a network device is interrupted. Benefit from Wi-Fi optimization and prioritization for business-critical apps on Apple devices.

   802.11ac, Cisco Mobility Express, Cisco Meraki cloud wireless, Cisco CleanAir®, Apple and Cisco.

   "The iOS 10 release means you can now take advantage of the joint solutions of Apple and Cisco. Benefits like 8X faster roaming."

3. **React and adapt quickly**

Rapidly respond to new business opportunities through programmable, automated network control, virtualized networks, and flexible software licensing. Get centralized automation of policy-based application profiles to your WAN, campus, and access networks. Deploy virtualized network devices remotely and get flexible software licensing that will grow in value through ongoing innovation, updates, and upgrades.

Cisco Application Policy Infrastructure Controller, Cisco ONE™ Flexible Software Licensing, Network Functions Virtualization and Cisco Meraki Cloud-Managed Networking.

4. **Keep secure without compromising agility**

Protect users, data, and your business with strong network-based security. Get a network that acts as a security sensor, enforcer, and mitigation accelerator. Use the network's deep and broad visibility into unknown devices, unusual traffic patterns, and unexpected behavior to proactively detect the undetected. Contain an attack by enforcing segmentation and user access control. Remediate any breaches to your whole enterprise in near real time.

Cisco Identity Services Engine, Cisco TrustSec®, Cisco Stealthwatch and Cisco Application Policy Infrastructure Controller Enterprise Module.

"One retail organization that used TrustSec to manage mobile access from tablets and phones for over 5,500 access points found that the time to implement changes was reduced by as much as 98%."

— Forrester TEI of Cisco TrustSec 2016

5. **Make your network a platform for innovation**

Generate new revenue with faster availability of new, customer-facing digital services. Get faster time to service and innovation with reduced operational overhead by automating the provisioning and configuration of your network. Use open-source SDKs and APIs to build innovative, network-enabled applications that meet your specific business needs.

Cisco Application Policy Infrastructure Controller Enterprise Module and Cisco DevNet.

"IT leaders must consider the network edge to be a strategic asset, not a commodity, and use a vendor that drives innovation rather than one that drives down cost"

— ZK Research

Businesses can gain a competitive edge with a high-powered network edge

It's all good. Until it goes bad. Don't treat your network as a commodity. Harness its potential for innovation, and get a foundation that will be good enough now and in the future. Reliable, adaptable, and secure to support your innovations.

Start your journey to a digital network architecture today.

Learn how.