

CISCO ROLLS OUT RED CARPET FOR GUESTS WITH DEDICATED WIRELESS LAN HOTSPOT ACCESS

Segregated VLAN keeps on-campus customers and vendors connected while protecting Cisco data.

When customers visit Cisco Systems, the company strives to make their stay excellent in every respect—from executive or technical briefings, to proof of concept demonstrations, to convenience. Most of these customers want to access e-mail, the Internet, or their own corporate networks using a VPN connection. Various groups within Cisco already provided Internet access for guests, either using DSL or wired hotspots, but these deployments were not standard, which increased the support burden. In addition, it was challenging to ensure that customers did not gain access to Cisco confidential resources

Business Benefits

- √ Improved customer and guest relations
- √ Minimal costs
- √ Fail safe corporate data security
- √ Very low network management requirements

“It’s a big hit. Our customers tell us they are impressed with the service—especially the ease of access and speed.” -- Sal Pearce,
Cisco EMEA project manager

The challenge was to balance security with ease of use. Any wireless hotspot solution needed to restrict guest traffic to its own VLAN, segregating it from Cisco production traffic. And the VLAN would need end-to-end user authentication to restrict harmful behavior and protect the network. At the same time, the solution had to be easy to use and not require heavy support from Cisco IT, lobby ambassadors, or receptionists. Finally, Cisco IT wanted the guest wireless hotspots to use the same Cisco Aironet® 350 and 1200 wireless access points already used for corporate voice and data traffic. This would reduce hardware costs and minimize radio frequency interference for excellent WLAN performance.

Cisco IT selected the Cisco Building Broadband Service Manager (BBSM), a “hotspot in a box” solution after considering the Cisco Service Selection Gateway (SSG/Subscriber Edge Service Manager). The Cisco BBSM offers the lowest cost and greatest ease of deployment and configuration.

The solution is very easy to manage. Guests at Cisco sites receive a guest user ID and password after signing in with a lobby ambassador or Cisco sponsor; the password expires after a preset duration. Guests enjoy nearly complete unrestricted access to the Internet, including Web browsing, e-mail, and VPN sessions to their remote offices.

A guest VLAN is a natural extension of good customer relations.

Cisco IT guest wireless hotspot solution builds on the company’s existing WLAN infrastructure, providing guests with a state-of-the-art convenience without addition infrastructure costs.

Case Study: www.cisco.com/en/US/about/ciscoitwork/case_studies/wireless_dl4.html

For additional Cisco IT case studies on a variety of business solutions,
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Note:

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