

New opportunities in wireless technology extend far beyond the traditional benefits of mobility.



No matter what their size, companies want more agility, more productive employees, and more satisfied customers. The need for this level of flexibility is only becoming greater, because a same-day response is no longer enough. Now, it has to be in real time.

The Cisco® Unified Wireless Network provides the competitive edge that your growing business demands. Enabling instantaneous communication and information sharing, Cisco is also a leader in providing secure, high-quality, advanced mobility services such as:

- **Voice over Wi-Fi**, which enables wireless voice and messaging, enhancing collaboration while improving productivity.

- **Guest access** extends network access to hotel or retail guests for improved information sharing, employee productivity, and lower support costs.
- **Location services** allow employees to be contacted in the most effective manner depending on their location and availability, and consistently tracks business assets
- **Advanced security** protects your network against eavesdropping, unauthorized network access, and other types of attacks.

By combining its wired and wireless networks, your company can implement the latest capabilities, while saving money and time using your IT staff's existing knowledge and training as well as current infrastructure. This integration also helps to assure that no matter what type of device used to access the network, the same services and capabilities are available to all your employees.

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Exceptional Mobility with Simple Wireless Networking



# What is a Cisco Unified Wireless Network?

The Cisco Unified Wireless Network is the industry's only unified wired and wireless solution that increases employee productivity, enhances collaboration, and improves responsiveness to customers while cost-effectively addressing the security, deployment, management, and control issues involved in wireless LAN rollouts. The solution encompasses multiple elements to provide a complete solution to our customers: software clients, Cisco Aironet® access points and bridges, Cisco Wireless LAN controllers, WLAN control system and Cisco WLAN Mobility Services to enable applications such as guest access, wireless voice over IP, location tracking, and wireless intrusion detection and prevention.

A wireless network lets employees go wherever they are needed with the same secure access, whether retrieving e-mail from an airport or updating inventories from the warehouse. Your company gains real-time wireless interaction, instant messaging, text paging, voice services, and network access while traveling and in the office. Best-in-class Cisco technology delivers integrated, pervasive wireless network security with a reduced total cost of ownership (TCO), and enables greater employee productivity, collaboration, and responsiveness to customers.

Wireless configurations differ depending on your office environment, but basically, they consist of:

- **Cisco integrated services routers**—These powerful facilitators of wireless and wired traffic provide superior broadband access and security. The router securely manages all message traffic to and from the wireless network. A Cisco Unified WLAN controller module can also be added.

- **Cisco Aironet® access points**—Access points are the senders and receivers that pick up and deliver the wireless signal around your site. They are usually installed in the ceiling or high on the wall to provide a clear network signal to and from the “client device” and can be managed by the WLAN controllers. Access points operate on a special series of frequencies called the IEEE 802.11 specifications.

- **Cisco Catalyst® switches**—The Catalyst switches send the traffic within the wireless network to the access points and to administrative stations. They enable simultaneous upgrades to the access points and additional security. They can also include a Cisco Unified WLAN controller module.

- **Cisco WLAN controllers**—The WLAN controllers collect the radio information collected by the access points and provide a simple way to centrally manage the access points.

- **Cisco wireless control system**—Cisco provides an easy-to-use, centralized administrative suite to oversee and manage the wireless network. The Cisco Wireless LAN Management solution also automates many tasks: It is self-configuring, self-optimizing, self-defending, and self-healing in many situations.

- **Advanced security**—Security is doubly assured with additional software and integrated “authentication” tools to check the identity of all wired and wireless users. Additional intrusion detection and prevention systems help to guard against unauthorized users.

To help you take best advantage of all these tools, Cisco has designed a [Smart Business Roadmap](#) for small to medium-sized businesses. This Roadmap provides a structured path that maps business challenges and “pain points” to technology solutions to help evolve your business over time toward its optimal performance.

## Reduce Operational Costs

One of the benefits of the Cisco Unified Wireless Network is centralized network management, which significantly reduces operating expenses. Studies show that the cost of buying a wireless network can account for just 20 percent of the overall TCO. The rest of the cost can be consumed by maintenance.

Cisco solutions simplify software upgrades and network deployment and monitoring. The Cisco Wireless LAN Management solution lowers the daily cost of operating and maintaining the network by providing clear visibility and control of the RF environment. Better troubleshooting and smooth management of growth and change make your network administrators more productive.

## Improve Operational Efficiency

Being able to access the Internet from mobile devices such as phones and laptops has revolutionized business-to-business and business-to-customer interactions, changed business processes, and dramatically transformed the collaborative experience. For instance, with RFID and Cisco location-based asset tracking, retailers can rethink inventory management, boosting productivity by connecting people, places, and information.

A new culture of mobility is reshaping the way we do business. Since early 2005, more laptop and notebook computers have sold than desktops—and 95 percent of notebooks are Wi-Fi-enabled. This fact underscores how the industry is moving toward mobility. But the most powerful notebook will live up to its full potential only when connected back to the information system, wherever it may be.

## Maximize Customer Responsiveness

Customer responsiveness is essential to remaining competitive. Mobility gives businesses the agility to keep customers connected to critical information and tools. Customers can instantly be in touch with the right person to discuss questions regarding products, check on the status of an order, or resolve a problem. As a result, their satisfaction is increased and they are more likely to do business with you again.

The Cisco Unified Wireless Network combines mobile data and voice communications on one network, allowing employees to use them throughout the day. In addition, services such as guest access offer Internet connectivity to coworkers, partners, and customers, without reducing network security. Your company can keep all communications channels open, improving productivity and taking rapid advantage of new business opportunities.

## Increase Business Performance

Mobility increases employee productivity by providing access to business applications regardless of time or location. Companies offering wireless access maintain greater employee satisfaction while attracting the new unwired generation of talent. Thanks to always-on connectivity and information mobility, your business processes are streamlined, saving on operational costs and increasing employee productivity.

## Sustain Competitive Advantage

Mobility allows real-time collaboration with suppliers and partners. Cisco wireless networking allows companies to use new applications such as asset tracking for inventory management and controlled guest access for visitors, contractors, and partners. Based on this powerful technology, you can adapt to market changes instantly, setting your own business pace to get ahead of the competition.

## Maximize Wireless Security

The adoption of mobile technology is gaining momentum. Wireless local area networks (WLANs) are entering homes and are widely deployed in colleges and universities, as well as in businesses. However, one of the downsides of this popularity is that businesses are increasingly suffering from collaborators or new talents who bring in their own wireless access points if their workplace isn't already covered. And this can open a hole in both your wired and wireless network security.

Security is a primary consideration when setting up your wireless network. Fortunately, Cisco leads the industry in delivering enterprise-class, standards-based protection. To address security gaps, the Cisco Unified Wireless Network supports specialized intrusion detection and prevention systems, which detect and contain these “rogue” access points, other unauthorized client devices, and non-standard networks. It also supports:

- The latest standards, such as Wi-Fi protected access
- Network Admission Control (NAC), which helps ensure that all wired and wireless endpoint devices (such as PCs, laptops, servers, and PDAs) that access network resources are adequately protected from security threats

## Your Next Step

Based on the Cisco Smart Business Roadmap, a Cisco Unified Wireless Network provides your small or medium-sized business with everything it needs to achieve the productivity, agility, and resilience offered by mobile communications. By taking advantage of these technologies, your company can benefit from advanced services on a scaleable, flexible infrastructure. To take advantage of Cisco Unified wireless solutions, please visit:

[www.cisco.com/uk/youinc](http://www.cisco.com/uk/youinc)

