

Why Should I Care about Wireless LAN Mobility Services?

A pervasive, enterprise-wide wireless LAN deployment allows businesses to realize increased value by delivering mobility to critical business applications. Cisco® Wireless LAN Mobility Services are a combination of enhanced security, location, voice, and guest capabilities, uniquely delivered by the Cisco Unified Wireless Network, that allow businesses to deploy value-added mobility applications.

Cisco Wireless LAN Mobility Services build on the existing mobile data capabilities inherent in any pervasive wireless deployment. These comprehensive services deliver business value by reducing cost, increasing revenue generation and helping businesses sustain a competitive advantage. Wireless LAN mobility services support business-critical wireless networks by delivering cost reductions through:

- Process improvements
- Lowered infrastructure support costs
- Decreased asset loss and replacement cost

Wireless LAN mobility services also increase revenue generation through:

- Improved customer service
- Quicker acquisition of information, which in turn allows for greater agility in responding to market shifts
- Streamlined processes resulting in fewer errors and greater efficiencies

Wireless LAN mobility services help sustain competitive advantage through:

- Improved employee productivity
- Improved customer service
- Increased speed of decision making and collaboration
- Enhanced partner relations

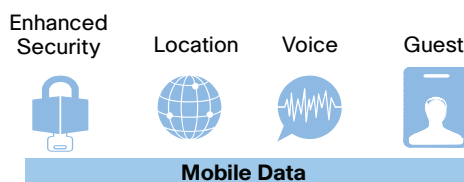
What Problems Need to be Solved?

Organizations need to justify the business value of their infrastructure investments, particularly for planned infrastructure deployments across the organization. Mobility services allow IT departments to deliver functionality and applications that provide tangible benefits to the organization. Mobility services are the middleware between the infrastructure and application layers. These services allow a cohesive alignment between business objectives and IT services.

Each mobility service solves different business needs. Specific needs vary depending on the vertical focus of the business. For example, location services in a healthcare environment may be used to track critical assets such as heart monitors or EKG machines. The location of these assets may be of critical importance to the level of service delivered by the healthcare provider. Alternatively, a financial services firm may use location services to determine the whereabouts of file servers and whether a server is in or out of use at any point in time.

Each mobility service is supported by a pervasive wireless network (Figure 1). Together they address the challenges that today's businesses face as they strive to increase employee productivity and reduce business costs.

Figure 1 Wireless LAN Mobility Services



Wireless LAN Mobility Services

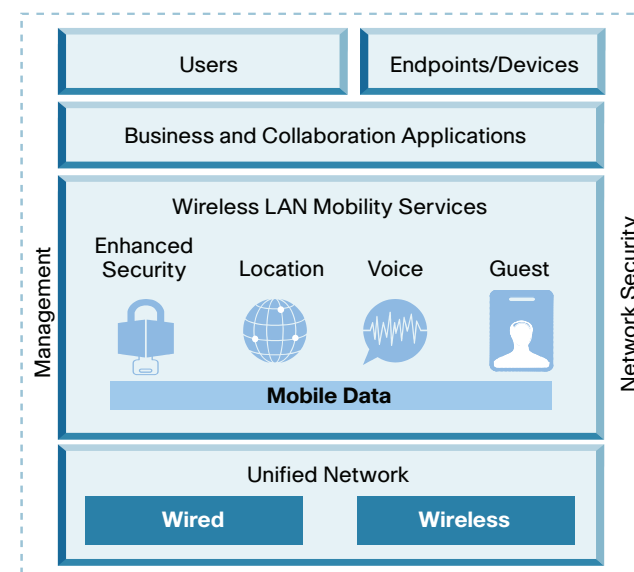
Cisco Wireless LAN Mobility Services are a series of enhanced security, location, voice, and guest services enabled by the Cisco Unified Wireless Network. Cisco is delivering mobility services through the Cisco Service-Oriented Network Architecture (SONA). SONA is an architectural framework that guides customers' evolution to an intelligent network in order to accelerate applications, business processes, and profitability. Mobility services deployed over a pervasive wireless network build on the strength of the existing wireless data services traditionally offered by the wireless network. The services are defined as follows:

- **Enhanced security**—Unifies wired and wireless security to help ensure network information integrity by enabling location-based authentication and precise detection, identification, and prevention of wireless threats, including rogue access points.
- **Location services**—Quickly locate any Wi-Fi device to support enhanced network security, management, and troubleshooting as well as enable location-based applications through a rich, open API.

- **Voice services**—Extend the seamless mobility of the Cisco Unified Wireless Network to enable business communications using Wi-Fi clients and Wi-Fi and cellular-compatible smart phones with end-to-end quality of service (QoS) and manageability.
- **Guest services**—Allow customers, vendors, and other nonemployees to wirelessly access network resources, with privileges based on user type and physical location, without compromising enterprise security.

Figure 2 shows the Cisco Wireless LAN Mobility Services solution in the context of the Cisco Unified Wireless Network.

Figure 2 Cisco Unified Wireless Network and Wireless LAN Mobility Services



What Are the Benefits of Wireless LAN Mobility Services?

The primary benefit of mobility services is their ability to bring mobility to existing business applications and in some cases deliver entirely new applications. To the business, these applications mean an improvement in processes, more efficient workflow, and enhanced communications and collaboration. Businesses will experience an increase in employee productivity as these new applications and tools change the way in which people process information and interact with one another.

Historically, the return on investment (ROI) for mobility has been calculated based primarily on productivity improvements. While an increase in productivity is a compelling outcome, most businesses continue to search for more tangible ROI models that show either a reduction in cost or an increase in revenues. Cisco Systems® commissioned a study by Forrester Consulting¹ to uncover the ROI behind each of the mobility services. Based on this study, it became apparent that mobility services offered businesses a way to realize true and compelling returns from their wireless and mobility infrastructure and applications.

The Forrester Consulting study examined the ROI for four different applications enabled by mobility services. The applications are as follows:

- Unified wired and wireless security incorporating a single 802.1X framework for authentication and an integrated wireless intrusion detection system/intrusion protection system (IDS/IPS) service
- Asset tracking using wireless location services
- In-building wireless telephony for mobile workers
- Secure, controlled network access for consultants, guests, and visiting partners

While the actual ROI results will vary for different companies, the results of the analysis provide compelling examples of how mobility services not only deliver incremental productivity improvements, but also provide tangible cost savings, revenue growth, and a sustained competitive advantage.

The results of the study show that organizations can receive substantial payback from their investment in mobility services and mobile applications. The results are summarized in Figure 3.

Figure 3 Forrester Consulting Total Economic Impact Study Findings

Unified security	ROI: 114% 3 year savings: \$761,089 Payback period: 14 months
Asset tracking	ROI: 55% 3 year savings: \$379,677 Payback period: 16 months
In-building wireless telephony	ROI: 157% 3 year savings: \$1,878,648 Payback period: 9 months
Guest access	ROI: 328% 3 year savings: \$161,785 Payback period: 6 months

Source: Forrester Consulting

Why Cisco?

Cisco Systems is the industry's only technology provider to offer a comprehensive portfolio of wireless LAN mobility services enabled by a unified wired and wireless network. Unlike other providers, Cisco can deliver a tightly integrated solution of infrastructure and application services to allow businesses to benefit from a simple, secure, and scalable platform for the lowest total cost of ownership. By delivering a rich portfolio of mobility services, Cisco is empowering its customers to realize significant business benefits with a measurable return on investment.

Learn more by visiting:

<http://www.cisco.com/go/mobilityservices>

<http://www.cisco.com/go/SONA>

1. Forrester Consulting, *The Total Economic Impact of Deploying Mobility Services*, April 21, 2006