

OpenRoaming: Seamless, Secure Public Wi-Fi Onboarding

Get connected anywhere, seamlessly and securely

Everywhere we go, we expect to be online. Whether we are in an airport, a coffee shop, a retail store, or a hotel, we need to get online fast and stay connected. However, this process is often tiresome. We get bombarded with multiple SSIDs, are presented with poorly designed captive portals, or are required to enter an insecure shared username and password. These annoyances often force us to stay on cellular and use up our precious data or have no coverage at all. This is where OpenRoaming comes in.

OpenRoaming provides mobile users frictionless guest Wi-Fi onboarding by linking together access providers (such as public venues, retailers, airports, and large enterprises) and identity providers (such as service provider carriers, devices, and cloud providers).

With OpenRoaming, you'll be able to get online seamlessly and automatically after signing in just once using a trusted identity provider. The service will be completely secure and fast, and you'll never have to guess which Wi-Fi network to use or suffer through a pop-up captive portal again. You will be connected wherever you go so you can download, stream, video chat, and game to your heart's desire.

Benefits

- Create customer value by providing seamless connectivity between Wi-Fi and LTE/5G
- Simplify Wi-Fi guest access for your customers on site
- Significantly increase your Wi-Fi attach rate on site
- Better engage with your customers through Wi-Fi, Cisco DNA Spaces, and your loyalty app
- Take back ownership of your customers' data through Wi-Fi, and drive the power of analytics
- Offload traffic from cellular to Wi-Fi, reducing operational expenses for service providers

Join OpenRoaming today

We are still in the early stages of this program, working hard to identify partners that would most benefit from being part of the federation. We are partnering with a handful of companies, and soon we will make this capability available worldwide, at millions of access points at all your favorite shops, stadiums, public venues, and airports. Will you be part of the next generation of access? Come find out more at www.openroaming.org.



Connected access networks on a global scale

Leveraging the technology behind Hotspot 2.0 and the global, unprecedented reach of Cisco's network, OpenRoaming, will allow any customer to get connected seamlessly and securely, across 5G and Wi-Fi 6 networks. The OpenRoaming Federation will be made up of identity providers such as SP carriers, devices and cloud providers and Wi-Fi access providers such as retailers, hotels, and large venues to enable customers to connect automatically. This Wi-Fi connection will be secured using industry-standard Wi-Fi Protected Access 2 (WPA2) protocols and encrypted authentication. Every network that users connect to will be vetted by Cisco to help ensure that they are receiving the best, and most trusted, connection possible.

If you run a retail or other public-access location, imagine being able to accelerate your guest Wi-Fi attach rate so that it occurs at the click of a button. The amount of data you can gather about how people use your physical space can be leveraged with Cisco DNA Spaces to help you better understand your consumers' patterns and create an improved experience in your store.