Use Case: Managed Enterprise Wi-Fi Services

ADD REVENUE FROM NEW BUSINESS SERVICE OFFERING

What Is the Value of Managed Enterprise Wi-Fi Services?

Service providers can generate new revenue by deploying and/or managing the Wi-Fi network for an enterprise. Revenue can be generated from the design, deployment, and ongoing maintenance of enterprise Wi-Fi networks. Additional revenue opportunities can be generated by the service provider and enterprise through such services as location-based analytics and advertising.

What Problems Does It Help Solve?

Organizations today are often willing to outsource services that are perceived as business infrastructure overhead and even enterprises with IT departments may be content to choose Managed Enterprise Wi-Fi Services. Predictable upfront and ongoing maintenance and support costs are one benefit. Another is the ability to focus in-house IT staff on more strategic, mission-critical projects. Service providers can utilize their expertise and network resources in an end-to-end solution that includes sophisticated location and user intelligence, location-based analytics, service assurance, and other features from the wireless CPE to the network core. In addition, enterprises can provide additional ways to engage with end consumers if they are providing Wi-Fi for public venues through location-based advertising.

What Are the Benefits of Managed Enterprise Wi-Fi Services?

- Generate new revenue from enterprises
- Upsell additional services based on the use of analytics

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: http://www.cisco.com/go/mobile.

What Do I Need?

Managed Enterprise Wi-Fi Services require intelligent network technologies that provide location intelligence and supplement it with policy, charging, and subscriber data management. Cisco solutions to enable you to deliver Managed Enterprise Wi-Fi Services along with many other revenue-generating services include:

Cisco Solution	Description
Cisco Service Provider Wi-Fi Solution	Service providers can offer ubiquitous services and benefits across Wi-Fi networks for Managed Enterprise Wi-Fi Services. Once connected, service providers can help enterprises utilize such capabilities as location analytics to leverage context-aware intelligence to understand subscribers' activities and optimize resources and monetize Wi-Fi users in innovative ways. In addition, enterprises can engage with customers in a targeted contextual manner through their mobile devices within the provider's Wi-Fi network (for example, to enable customers to navigate a retail mall, stadium, airport or other large venue, and to receive relevant information based on location, interact with personnel, and enhance their overall experience).
Cisco Quantum Policy Suite	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.