

Deploying Managed WiFi

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Why bother?

- Proliferation of wireless devices in the home
- “Internet” and “Wi-Fi” becoming synonymous
- Customers demanding service beyond the demarc
- Business potential
 - New revenue source
 - Increased customer loyalty
- Tools and other products to help are available



State of Affairs at TBTC

- | Successful deployments at mid-sized businesses
 - | Fits with other business oriented services
 - | Hosted PBX
 - | Managed cameras
 - | Managed IT
 - | Evaluating residential market
- Be the *technology partner*, not just a telecommunications provider



Challenges - Installation

RF site survey

- Required at businesses to ensure coverage and performance
- May not be cost-effective for residential

Cabling

- Existing infrastructure needs to support GigE and POE
- All APs require ethernet runs (no RF bridging!)
- APs also need power

Mounting

- Many APs require a specific mounting orientation



Challenges - Operation, Maintenance, and Support

- | Cloud managed or TR-069 is essential
 - | No truck rolls for configuration changes
 - | Centralized performance monitoring with notification
 - | Provide switching or require remote access to customer infrastructure
- | Detailed site documentation during installation
- | Support staff trained on troubleshooting
- | Low ongoing support load if installation is done correctly



Business Model Overview

- | Installation labor quoted and paid up-front
- | MRC based on number of devices deployed
 - | APs, switches, routers, etc.
- | All maintenance is covered, including hardware



Looking Forward: Residential

Single device solution

- Integrated modem/router/AP (ONT?)

- Centralized management is absolutely critical

- Good inventory practices

Self-install or simple install (no cable runs)

Coverage concerns

- Adobe walls are deadly to RF signals

- Larger homes

- Central location not available

- RF repeaters can work, but aren't without issues



Conclusion

- | Source of revenue and customer loyalty
- | Challenges are real, but not insurmountable
- | Centralized management is critical
- | Unanswered questions about residential deployment (feedback welcome!)

