



How Secure WiFi from Redway Networks powers local government for growth

Introduction:

Why Secure WiFi Is Important for Small Businesses

Connectivity is as important to most businesses as power and water. WiFi continues to gain momentum as more people are connecting to WiFi networks with more types of devices – laptops, smartphones, tablets, and IoT devices ranging from personal health monitors to wireless inventory tracking. With the most recent WiFi standard, known as WiFi 6, comes the ability to support higher speeds, more devices connecting to the network at once, and support for bandwidth intensive applications, such as games and videos.

This fosters a greater expectation among users to have a high-performance WiFi experience, particularly if you're a public facing business, such as a retailer or healthcare provider. Regardless of what industry you're in, if your WiFi network is slow or goes down, you can hurt your brand, lose customers and curb your employee productivity.

The shift to WiFi 6 is being driven beyond traditional requirements such as coverage and reliability, and to how advanced wireless can unlock competitive advantage and create new ways to innovate product offerings.

In a survey of networking executives by Deloitte on WiFi 6 adoption¹:

87% believe their company can create a significant competitive advantage by leveraging advanced wireless technologies.

57% believe their company's current networking infrastructure prevents them from addressing the innovative use cases they would like to target.

¹ [Deloitte's Study of Advanced Wireless Adoption](#)

Small Business IT Conundrum

Many small businesses (SMBs) like yours are looking to modernize through technology investment since it leads to more productivity and growth. Investments in areas such as cloud level the playing field by providing access to the same infrastructure and services as larger competitors. While you might want to take on new IT projects to scale your business, you could be faced with some of these obstacles that make it overwhelming to know where to even get started:

- **Scarcity of technical resources and time:** You've got to use your resources wisely, since you don't have the deep bench of IT resources that big organisations do. Setting up new on-premises technical solutions requires a lot of time and expertise to determine what's needed, to deploy and manage it all, and to work with multiple vendors to get it all done.
- **Controlling IT costs:** With budget constraints, and often not a lot of cash to finance large capital investments, having predictable technology spend with minimal or zero unplanned investment is a must.
- **Predicting capacity accurately:** Your growth is not always steady. Sometimes there is sudden growth, and other times might be leaner. This is where capacity planning is a difficult balance: Overprovisioning is a waste of resources, yet too little infrastructure won't support a growing business.
- **Reducing security risk:** Your small business is as vulnerable as your larger competitors to cyberattacks and security breaches. Yet you may not have the same capabilities to protect against attacks and respond to them, which leaves you vulnerable.

- **Over 70% of cyberattackers deliberately target small businesses, and upwards of 60% of small businesses go out of business within six months of a cyberattack ¹.**

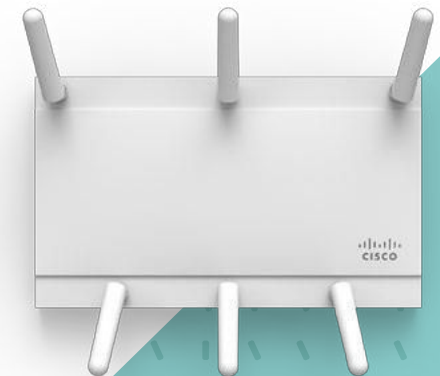
¹ [National Cyber Security Alliance](#)



Points to Consider When Investigating a WiFi Solution

Simply buying an access point isn't enough to provide effective WiFi for your business. Here are some points to consider when investigating a WiFi solution for your business:

- **Availability of skilled IT staff:** Do you have enough staff to manage the deployment, upgrades, maintenance and troubleshooting of a WiFi network? If not, consider a partner to ease the burden of the managing and securing your WiFi network.
- **WiFi security:** Small businesses are becoming as vulnerable as large enterprises when it comes to data breaches and system intrusions. Protecting the users and devices on your WiFi network against malware and other threats is critical to prevent against data theft, ransomware and possible damage to intangibles such as your brand reputation. Look for added threat protection.
- **WiFi as a competitive advantage:** Offering free, reliable WiFi can increase the number of people who enter your place of business and get them to stay longer and spend more money. If you deploy next generation WiFi 6, you'll be a step ahead on a network that supports bandwidth heavy applications, like video conferencing and streaming services.
- **WiFi to expand digital marketing efforts:** WiFi can be a means to enhance brand loyalty and capture data through the use of tools such as custom login pages. Use solutions with features such as location analytics, which can help you to learn information about visitor traffic patterns, so that you can optimize areas such as store setup.
- **Separating employees and guests:** Employee and guest interaction should be a good experience but mixing them on the same network can create security problems. Instead, separate guests and employees on a WiFi network for better security and to keep your employees more productive.



Why chose Redway Networks for Secure WiFi

Redway Networks offers a secure Wi-Fi solution using Cisco Meraki technology. This gives you exceptional wireless experience with added layers of security. Add this service on as part of a predictable monthly cost to support the devices that connect to your business Internet, including laptops, POS, smartphones, and other smart devices.

Cisco Meraki is a trusted, market leading secure WiFi solution that has been deployed at over 500,000 customers. Redway Networks has many years' networking experience and certified, qualified Cisco Meraki network engineers and come 100% client recommended.



Simplicity

We can optimize the coverage of your WiFi access points for your space, and since they are cloud-managed, we can help you manage them from virtually anywhere. Easily create a separate secure guest network for public WiFi, and integrate a splash page to promote your branding and other customer offers.

Security

Add automated threat protection to access points to protect your guests, employees and devices from ransomware and malware. You get an extra layer of security that's managed by our dedicated staff of experts, and you don't have to hire dedicated security resources. You can also add content filtering to prevent non-business activities from taking up your bandwidth.

Reliability

Secure, reliable connectivity is the foundation for productive employees to work with customers, partners, suppliers and each other. Offer exceptional performance and seamless roaming to your users with access points that make sure everyone stays connected. And, in the event of a problem, we'll monitor your WiFi connections and provide access point support for quick resolution to prevent lost revenue and productivity.

Analytics

Understand more about what is happening on your Wi-Fi network with access to information about the visitors across your locations. For example, you can see the total number of visitors, total visits for a given site, and who is making repeat visits. You can also compare foot traffic if you have different sites to find out the effects of decisions and actions that you take in different locations.

Affordability

Deliver exceptional WiFi user experiences without having to scale your IT resources or shift them away from other important priorities. Make the most of your budget with predictable monthly costs, one transparent bill, and support from a single trusted service provider.

Smarter, safer spaces

Facilitate a safe return for your employees and customers back to your site, by adding on sensors and cameras to your WiFi network for insights about the conditions of your locations.

What Is in the Secure WiFi Solution?

Secure WiFi from Redway Networks is built upon the Cisco Meraki platform with advanced security features, and provides you with:

- **High efficiency wireless:** Cisco Meraki access points are built from the highest grade components and carefully optimized for a seamless user experience with faster connections, greater user capacity, and more coverage.
- **Unmatched visibility:** Gain visibility into network users, their devices, and their applications. You can quickly create access control and application usage policies, optimizing both the end-user experience and network security.
- **Analytics:** Using a dashboard, you can see analytics such as visitor dwell time and repeat visit frequency. Use location statistics to improve customer engagement and loyalty across your sites.
- **Future proof:** Seamless over-the-web upgrades deliver significant new features to your current products, increasing the value of your investment. New feature updates are added automatically, such as visibility, analytics, security, and troubleshooting tools.
- **Threat protection:** Complete protection against malware and ransomware with additional security services.
- **Intelligence:** Cisco Meraki access points provide valuable machine-learning insights about client devices, helping to identify bottlenecks, or build custom location-aware software solutions.





Redway Networks - Your Partner for Secure WiFi

At Redway Networks we will help you stay connected and secure with reliable connectivity and secure WiFi in a single package.

We are wireless and wired networking specialists with expertise in the planning, design and installation of Meraki solutions. We help local government to improve public services and enhance their local area by giving the community access to digital information.

Next steps

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