

Staying Ahead of the Curve

802.11ac Checklist

Know all of your options, and consult your wireless provider to plan now for any costs or technology upgrades.



When 802.11ac arrives, technologies like seamless authentication, geolocation and location-based analytics will deliver consumers a much richer, more personalized Wi-Fi experience. The arrival of 802.11ac will be gradual, but businesses will need to upgrade their network infrastructure to support much higher data loads and the new standards – soon.

Even though 802.11ac will not necessarily become an overnight requirement for Wi-Fi, the Wi-Fi Alliance has begun certifying products early this year. There are a number of companies already releasing 802.11ac compatible products, and those products have the potential to help businesses take advantage of new technologies to increase their reach and their ROI.

802.11ac Prep Checklist

While 802.11ac will not necessarily become an overnight requirement for Wi-Fi, but IEEE set the final standards in November 2013. The Wi-Fi Alliance has begun certifying products this year. This process will ensure that 802.11ac products are backwards compatible with older wireless products, but also with each other.

You'll find that various vendors have already announced pending 802.11ac products and devices. Before the second phase, most vendors will be looking to change compatibility options. Wi-Fi vendors - in order to stay ahead of the curve - will be promoting the ways your business can be ready to accommodate these changes.

If you are running at 2.4GHz only, you will need to upgrade your wireless to a more sophisticated infrastructure to prepare for the arrival of 802.11ac

... and the new technologies that will come with it.

1. Evaluate your infrastructure.

802.11ac is grounded in 'gigabit Wi-Fi,' so it's important that your infrastructure is set up to take advantage of all the 802.11ac access points can provide. To be prepared, your wired network must also be prepped in order to avoid traffic jams after/at the switch, with access switches withstanding at least 10-gigabit uplinks. This is a critical first step.

2. Evaluate your capacity.

Wireless traffic will continue to grow at rates previously unheard of. Prepare your business with informed projections for the amount of data your wireless network can manage. Consider how many Wi-Fi devices have to be supported and how many of those devices will be simultaneously in need of a connection. Keep in mind that current wireless usage averages about 2.7 devices per person, including cell phones, tablets and laptops. Evaluating the activity levels of these devices and the type of usage – corporate, personal, video streaming, etc. will immediately effect your overall capacity requirement.

An advantage of 802.11ac

“802.11ac devices are expected to be dual-band, meaning that they can operate on both the 2.4GHz and 5GHz frequency bands.

If such a device can't connect at 5GHz using the 802.11ac protocol, it will attempt to drop back to 2.4GHz and use the older 802.11n protocol.”



Enterprise Innovation

3. Schedule a network survey.

There are various planning tools that can provide basic information to plan for standard deployments, but an in-depth survey is recommended for more complicated or larger scale deployments. If your business and customers are going to reap the benefits of 802.11ac, then physical surveying should be done to ensure your network can meet the need not only for 802.11ac, but is also flexible enough to adapt to the next standards deployment in the coming years.

Protect your ROI and ensure your customers don't get frustrated with dropped coverage while sipping a frosty drink, poolside – and then share that information later with their social network friends. That could mean disaster for your customer ratings.

4. Evaluate your deployment strategy.

Understanding your rollout plan — which can effect overall performance — is an imperative step. Whether you plan to upgrade to 802.11ac at all your locations simultaneously, or whether you want to do a phased approach in order to test one location at a time – these are all tasks which need to be scheduled with your management team and discussed with your Wi-Fi vendor.

Standard implementations will most likely mean setting aside certain wireless “channels” just for 802.11ac, as well as looking at the location of each endpoint, as 802.11ac works best in close range.

Planning now will allow you to truly take advantage of the benefits of this new technology and start using new customer targeted applications.

Are you making the grade?

If you are currently running a wireless network with 802.11n, most devices coming out will be backwards compatible – at least for the short term. If you are running at 2.4GHz only, you will need to upgrade your wireless to a more sophisticated infrastructure to prepare for the arrival of 802.11ac – and the new technologies that will come with it.

Planning now will allow you to truly take advantage of the benefits of this new technology and start sharing new customer - targeted applications, content and offers before the competition, and making your customer ratings soar.

Growth projections for 802.11ac devices

Sales of consumer devices with 802.11ac Wi-Fi including routers and gateways, will exceed by 2015 the one-billion-unit mark, that's the equivalent to over 40% of all Wi-Fi enabled devices.

Strategy Analytics

What are some of these new technologies
802.11ac takes advantage of?



Wi-Fi powered customer
insight and analytics

Use social media, e-marketing,
and location analytics to gain
a higher level of engagement
with your customers.

Turn your network into a powerful marketing tool.

In the good old days, it was exceedingly difficult to attain any information about someone's shopping habits, interests, patterns before they arrived at the cash register. With the advent of **engage!**, now you can use analytical information gathered to change the face of your retail operations.

- Understand your customers and their preferences
- Monetize your network
- Monitor and elevate your social media profile
- eMarket with eShot targeted email
- Reward customer loyalty

Having a great retail Wi-Fi network now goes beyond just making sure that adequate signals are available to shoppers, these networks can provide specialized targeting to support sales and store-customer relationships. The more that stores know about their shoppers habits, the better they can tailor their pricing and marketing to entice those shoppers to buy their store's products. Improving the customer relationship can benefit both business and consumers – as many retail companies are quickly discovering.

info.deepbluecommunications.com/engage



DeepBlue
A Passion for Wi-Fi

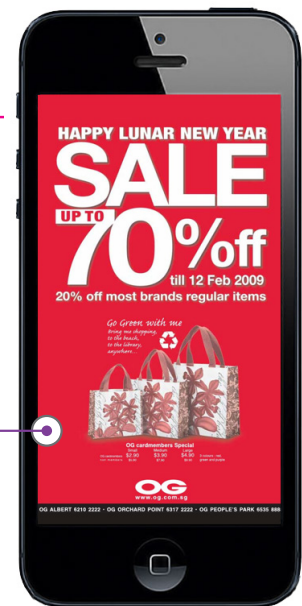
eMarketing

Use captured demographics to target consumers

The eMarketing tools available within engage are a great way to promote your business. You can customize your splash (log in) page with your branding and advertising, redirect users to your website or other landing page after login, and send targeted advertising via email.

Our comprehensive analytic data package provides a wide range of information about your customers, allowing you to segment and target just the consumers you want to reach.

eShot sends a coupon or special offer directly to your target demographic.



Social Media

Schedule your social media posts in advance and free up time for other duties.

The social media section provides a convenient place from which you can post directly to your Facebook and Twitter accounts, eliminating the need to endlessly bounce back and forth between multiple browser windows and accounts.

Updates - Save time by scheduling all your posts at once thereby freeing up your daily schedule.



Social Media is today's
"Word of Mouth Advertising"!

The Login Process and Raising your Social Profile.

Users who log in using engage are asked to 'Like' your facebook page or 'Follow' you on Twitter, promoting your social media presence. This raised media presence gives you a wider network of friends and followers with which to engage. You will appear on more social feeds, creating the opportunity to further increase your presence and promote your business.

Features and Benefits of **engage!**

Inexpensive and Valuable

Avoid the high monthly fees of most marketing and reputation management services.

Content Management System

Manage your Social Media content from one convenient place.

Targeted eShot Email Delivery Service

Use captured email addresses to send special offers based on user's gender, age, number of visits, or birthday.

Social Scheduling and Updating Timesaver

Save time by scheduling your posts ahead of time.

Facebook Likes Tracker

Track Facebook likes and unlikes to see how well you are doing socially.

Social Media Exposure Guage

Know the total reach of your tweets and posts.

Customer Demographics Collector

Capture demographics from user's social media accounts upon login.

Customer Analytics and Reports Service

Engage! includes a wide range of customer reports based on age, gender, location, and more.

Monetization Tool

Recoup costs with advertising and other avenues of monetization.

Easy Custom Splash Page Designer

You control your splash (login) page. Easily customize your splash page with your own branding.

Network Analytics and Reports Service

Engage! includes a wide range of customer reports based on age, gender, location, and more.

Page Impression Counter

Count page impressions by users, age and gender. Track viral, organic and paid sources.

You are passionate about customer satisfaction.
We are passionate about Wi-Fi.
Together, we are a perfect match.



Interested in Learning More?

Deep Blue Communications is committed to ensuring that its' customers have the latest information to make accurate and knowledgeable decisions on the installation, usage and application of their Wi-Fi network. Incorporating the newest trends and technologies into an existing or new Wi-Fi network will be a key factor of success as Internet access and ease of use become increasingly important to consumers.

Contact us today for a FREE consultation on
engage! and your Wi-Fi network

Deep Blue Communications

7 Century Hill Drive • Latham, NY 12110

1-866-943-4333

sales@deepbluecommunications.com

www.deepbluecommunications.com

