

Connect whenever,  
wherever *Yes*



# Unwire your world

**With the proliferation of mobile devices it's not surprising that the demand for mobility is unstoppable. Users expect seamless connectivity whenever and wherever they are, using their mobile devices to interact in a myriad of different ways across work, play, education and much more. Underpinning this is the need to be able to provide reliable, ubiquitous wireless access for customers, guests and employees.**

For retailers, sports stadiums, cities, hospitals and more, the population's insatiable use of mobile devices presents an unprecedented opportunity to entice, personalise, engage, understand behaviour and deliver new experiences. For businesses, delivering these new experiences can help increase employee and user satisfaction and improve productivity and engagement.

In the workplace organisations are grappling to support a growing proliferation of mobile devices. At the same time wired devices such as projectors and audio-video conferencing systems are also giving way to softphones and unified communications (UC) applications. This is driving the urgent need to move away from just a wired network. In turn, this presents a great opportunity to create a more flexible and agile working environment at the same time as reducing costs by refining the mix of wired and wireless infrastructure.

The great thing about Wi-Fi today is that its security and performance is similar to wired infrastructure, offering the capacity to meet ever increasing bandwidth at less cost.

Unwire and look forward to exciting new ways to provide a connected, engaged and trusted service while helping to improve user satisfaction and reduce your costs.

According to IDC research, shipments of desktop PCs are continuing to shrink and expected to be less than 5% share of smart connected devices (desktop, laptop, smartphone and tablet) by 2019.



**As a result providing an optimal mobile experience to customers and employees should now be considered business critical**



# Important things to consider

User experience hinges on being connected. Without it, people can feel unsatisfied, unproductive and disconnected from the world around them.

This is asking much more of network connections today and has led to the rise of Wi-Fi as the next critical network.

The Wi-Fi network needs to be smart, packaged to be simple, and targeted to user needs. Here are four key considerations for your Wi-Fi environment

## Intelligence

The wireless network needs to provide ubiquitous wireless coverage that is secure and dependable, delivering applications reliably every time.

To achieve this requires a high-capacity WLAN able to accommodate dense user populations and high-bandwidth applications and devices as well as coping with changing loads as people move about. For a trusted mobility experience, quality of service is needed to ensure latency sensitive communications such as voice and video are crystal clear. The service should also work well for social networking and unified communications applications and perform regardless of whether applications reside locally or in private or public clouds.

## Security

The network needs to cater for a wide choice of smartphones, tablets and laptops and securely support these. Just as wired infrastructure provides strong security, the Wireless LAN needs to also provide robust, scalable security.

## Scalability

As mobile usage grows it's simply not practical for IT to intervene every time there is a move, add or change. In order to scale today's networking solutions you need to focus on enabling users to onboard their own devices and to provision the applications they need themselves.

## Simplicity

Moving to Wi-Fi can be much more than simplifying physical infrastructure. The solution should also simplify policy settings and management regardless of whether users access via the wired or wireless environment. IT needs visibility with tools to improve operations, monitor, alert, provide historical reporting and efficient troubleshooting.

Even better you can hand over network management to a trusted provider who provides you with end-to-end management across both your wired and wireless networks. Your IT team can then get on with other aspects of empowering your mobility initiatives.



# Managed Wi-Fi with Optus

Optus Business is ideally positioned to help you achieve your goal of a wireless enabled environment – creating and managing your intelligent, reliable, right-sized wireless LAN with the capacity to deal with an influx of users and media-rich applications. Our specialist expertise, including owned organisations Ensys and Trustwave, in partnership with best-in-class technology providers, such as HPE Aruba, Cisco and Microsoft enables us to architect a single solution designed for your needs including:

- Network connectivity
- Intelligent wired and wireless networks
- Sophisticated security
- Personalised communication and marketing tools
- Analytical services for data mining and insights
- Back-end and end user applications and portals
- End-to-end managed services

ONE MANAGED SOLUTION ACROSS THE TOTAL STACK PROVIDING YOU WITH SIMPLICITY AND EFFECTIVENESS.

# Your wireless solution

**Wireless  
Office**

**Retail &  
Shopping  
Centers**

**Public Wi-Fi,  
Events  
(Smart City)**

**Education**

**Health**

**To deliver a Wi-Fi network tailored to the needs of your business and your users, Optus Business provides Managed Wi-Fi solutions in the following areas.**

**Wireless Office** – Provide the freedom of wireless in your office with a Managed Wi-Fi solution from Optus. Deliver the functionality of your fixed network without the constraints of physical connection. Your staff can be engaged and more productive when unshackled from their desks. Build a guest network for your customers and visitors to use.

**Retail and Shopping Centres** – Managed Wi-Fi solutions to deliver a greater understanding of shopper behaviour, allowing new ways of differentiating customer experience. Deliver value to your customers through meaningful connections based on relevant and timely insights.

**Public Wi-Fi/Events/Stadiums** – Managed Wi-Fi solutions to provide high quality experiences and interactions in public spaces such as museums, stadiums. Our solutions cater for very dense, high capacity, Wi-Fi environments. Deliver insights including wayfinding, personalised overall attendee experience, synchronise point-of-sale and supply to the customer.

**Education** – Managed Wi-Fi solutions for campuses to reduce networking and communication costs by right-sizing the network and getting rid of wired desks and phones. Our solutions cater for a dense learning environment and provide for connectivity for mobile devices to apps (public or private cloud) with efficiency and security.

**Health** – We deliver reliable, high speed Managed Wi-Fi networks to support healthcare facilities, enabling staff to receive actionable clinical information wherever they are located in the facility. Varied applications are supported such as patient monitoring, patient and guest access, all while ensuring security and privacy of data.

# Who benefits?

**Of course your customers and end users will enjoy the freedom, flexibility and agility of a wireless environment but they are not alone. The right infrastructure, the right connection, and the right services elevate technology to create tangible benefits across the business.**

## CEO

New customer engagement opportunities support growth in your business and potential increase in revenues. Empowering your staff to work the way they want helps drive satisfaction, which in turn drives productivity, effectiveness and overall morale.

## CIO

Optus Business provides a platform that is simple to manage and access, yet powerful and nimble, automating processes to ensure the right allocation of resources to the needs of the user in real time. An Optus Managed Wi-Fi network is secure, scalable and easy to manage and can help to reduce your costs.

## CFO

An investment now can pave the way for a more financially efficient business future – see a long term benefit from reduction in overheads.

## CMO/CDO

With new opportunities to entice, personalise, engage, understand behaviour and deliver new experiences, Wi-Fi is a powerful tool in your marketing mix.

## End User

Enjoy the benefit of Wi-Fi in your favourite entertainment and shopping destinations.

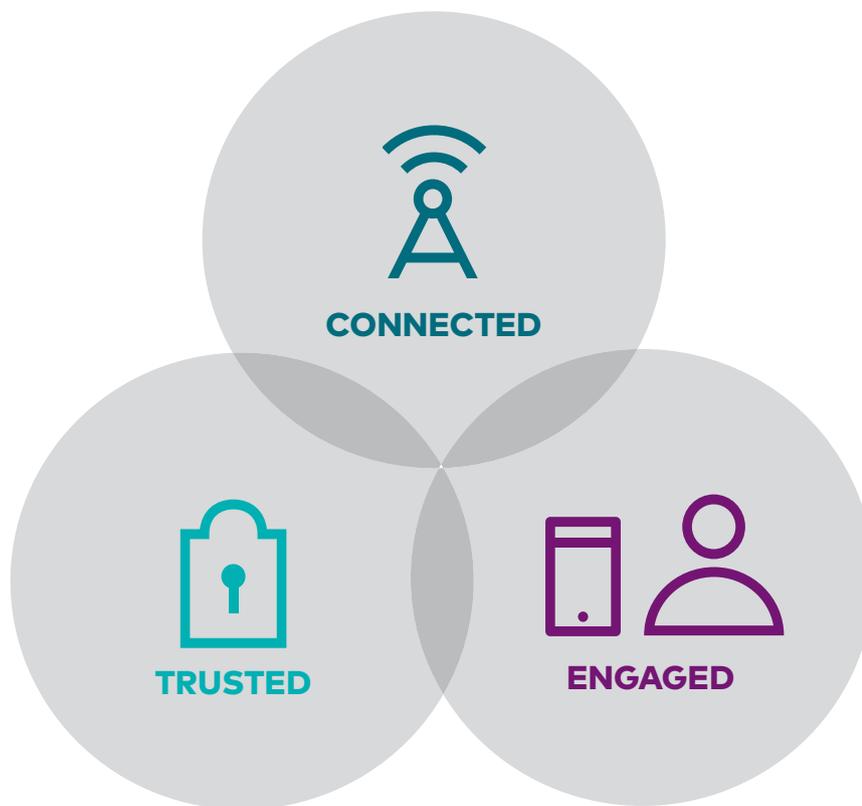
At work, be unshackled from your desk so you can work in the manner that suits you – confident that you will have the access and connectivity that you would expect from a wired space.



# Innovate with Optus

**At Optus we believe to be agile, to transform, to stay relevant and to thrive in today's fast changing environment, businesses need to be connected to, engaged with and trusted by their customers and employees.**

By helping your organisation to be connected, engaged and trusted, with Managed Wi-Fi we open the pathways to driving effective business decisions and valuable exchanges.



## Trusted

High engagement requires a high level of trust.

With Optus Managed Wi-Fi world-class security software and services are in place to help ensure that users have access to the information they need, while maintaining privacy and protection from threats wherever they may come.

## Connected

Optus Managed Wi-Fi enables your business to use cloud ready communications networks and platforms in a flexible way. As the next critical network, Wi-Fi powers communication regardless of physical location or device.

It's a fully converged, agile and managed end-to-end network that can help manage mobility use, while substantially reducing networking costs.

## Engaged

Optus Managed Wi-Fi brings to life collaborative engagement and creates space for innovation as users are able to interact with essential information in the cloud at any time.

Your business can know the customer well and your staff can act on insights and intelligence to drive even better customer experiences and advocacy.

# Give us a call



Together, we'll uncover the opportunities Managed Wi-Fi can deliver, contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937

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## Join the conversation

1800 555 937

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