



Why-Fi? Or, How to Rethink Your Wireless Network

www.adrem.com

1801 Robert Fulton Dr #270
Reston, VA 20191

844.238.7820

If you're like most people, you may be asking:

What's a wireless access point?

Look up in many modern offices and you'll see a little white box glaring back down at you. This is the wireless access point (AP). This device pushes Wi-Fi out to nearby users, similar to the way routers push connectivity up and down the ethernet cable. But these APs can be scattered throughout the office to provide a greater range of coverage.

In fact, if you have ever used a public hotspot then you have been connecting via wireless APs.

So what?

You see, the way your office Wi-Fi works is that IT engineers have strategically placed wireless APs throughout the office for the best coverage, strongest signals and greatest speed. This kind of strategic thinking keeps you from having dead spots in your building where your Wi-Fi never works.

How many times have you had this conversation?

INT. Office - Morning

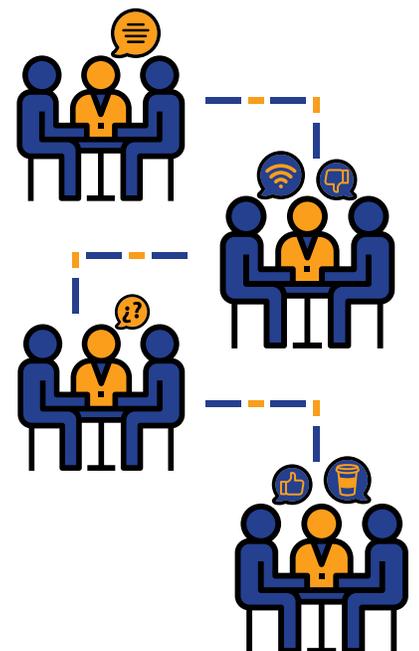
A meeting is coming soon.

YOU: Let's meet in the conference room?

EMPLOYEE: The Wi-Fi's no good in there.

YOU: What's our other option?

EMPLOYEE: Starbucks?



Fade Out



**“66% of small business
would fail without
wireless technology.”**

- Insight



Okay. Is it worth the cost?

To move your meeting to Starbucks? No!

To add wireless APs to your office? If you have spotty, unsecured Wi-Fi, then yes. With wireless APs, you can attain improved connectivity coverage with optimized performance, reliability and security.

A great managed services provider (MSP) will help you mitigate your costs by focusing your budget toward solutions that keep you productive and not on the things you don't need.

The truth is, many small businesses end up overspending on their technology. Think about it: How many routers and other pieces of hardware have you picked up over the years, without really having a good grasp of why you needed it or how it works?

When you've got an MSP assessing your network, creating your connectivity plan, and implementing your wireless solution, you quickly see reduced costs as a result of identifying and planning in advance for proper infrastructure enhancements.

Great. But we've got data-heavy business apps?

Congratulations — [only half of small businesses even have a website.](#)

But when your team is on a Wi-Fi network and you have mission-critical business applications, you need true end-to-end wireless design, meaning you don't have any intermediary ports or nodes mucking up your network traffic. You end up with high throughput and reliability that you don't get with standard setups.



Sounds reasonable. How secure is it?

With a wireless network mapped, configured, secured and implemented by your managed services provider, you enjoy a strategically designed solution that improves IT efficiency and employee connectivity. That means you've simplified wireless operations and management.

Security for your wireless network is just as, if not more, important than your wired systems. This is because Wi-Fi introduces a greater amount of external devices like smartphones, personal laptops, tablets and watches from your employees, partners and clients. These devices have the potential to unknowingly infect networks if they have been previously infected themselves.

But, just as your desktop system passes internet data through your enhanced firewalls and multiple layers of encryption, your wireless network is directed to do the same making best use of the security you already have in place. In addition, your APs can report back on the internet use habits of employees so that external applications like social media, YouTube or random unsecure websites can be blocked from wireless use should they pose a network threat.

How is your method different?

At AdRem, we pride ourselves in offering unbelievably fast wireless solutions. Our expertise is in giving you unencumbered access to all your applications and the internet at large, no matter what device you use.

It's time to rethink your office connectivity. [Call us today to get started.](#)



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