



# Managed Wi-Fi services for your staff and customers

Meet the expectation of always-on connectivity by delivering Wi-Fi on your premises, deployed and managed by eir Business NI engineers in Belfast.

Are you ready to meet the growing expectation that your company premises should offer fast, easily accessible Wi-Fi? Peerless Wi-Fi services from eir Business NI let you facilitate anyone needing to get online, whether it's staff members needing connectivity, customers attending meetings at your location, or members of the public.

## Support "bring your own device" for staff

Employees increasingly expect connectivity wherever they are in your workplace, and the growth in BYOD (bring your own device) is also helping make enterprise Wi-Fi a necessity for business. Our experts work with you to make it easy for you to on-board staff mobile devices, whether company-owned or personally owned, and provide secure connectivity over Wi-Fi throughout your premises.

## Convenient Wi-Fi for visitors

Whether you are responsible for a public venue with large consumer footfall, or whether you simply need to facilitate the customers and suppliers who visit your premises, eir Business NI helps you offer secure, branded Wi-Fi access on-site. Together with our partner Cisco, world leaders in networking, we offer a suite of solutions that let public venues make the most of the Wi-Fi opportunity, using it as a marketing tool, a customer service advantage, and an opportunity to gain insights into the physical location and interests of guests.

## Wi-Fi analytics for more informed business decisions

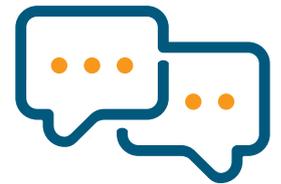
Peerless Wi-Fi services from eir Business NI and Cisco provide rich analytics that help you enhance the effectiveness of a public venue. Information gained can be used to track consumer behaviour, allowing you to make informed decisions on layout, signage and offers.

## Unrivalled Cisco expertise in Northern Ireland

We offer the complete Cisco solution for on-site Wi-Fi, Cisco CMX, from our own experienced engineers based right here in Belfast. eir has the largest number of Cisco certified engineers in Northern Ireland, dedicated exclusively to our customers.

### Key benefits are:

- Increased staff efficiency by allowing secure access to your network throughout your premises
- Improved customer service & value add while maximising marketing opportunities with customised portals & targeting tools
- Reassurance of proven solutions from networking leader Cisco, delivered by eircom engineers in Northern Ireland
- Peace of mind & cost savings from having a hosted or cloud-based solution, managed by us
- Gain valuable and meaningful insight into user behaviour to help make informed business decisions



# Your questions answered...

## What Wi-Fi services are available?

eir Business NI offers the full Wi-Fi solution from Cisco, Cisco CMX, which includes public Wi-Fi (simple, zone-based guest access with customisable splash pages) and private Wi-Fi solutions (staff-only, authenticated access to enterprise network and resources).

## How are public Wi-Fi services used?

Unlike first-generation Wi-Fi originally deployed in public venues, modern solutions like Cisco CMX function as a communication and marketing channel for venue owners. Analytics information (including guest location within the venue) is gathered and used for purposes such as customising venue layout and placement of advertisements on-site, and guests can be targeted with offers and personalisation.

## How do private Wi-Fi services differ from the public service?

In addition to our public Wi-Fi services, eir Business Northern Ireland will work with your organisation to design and deploy private Wi-Fi services open only to authenticated users such as employees or students. As with our managed network services, private on-site Wi-Fi can be managed by eircom's 24-hour Network Operations Centre in Belfast to monitor Wi-Fi network uptime, availability and performance.

## Want to know more?

For more information please:

-  call 0800 039 2000
-  email [enquiries@eir.co.uk](mailto:enquiries@eir.co.uk)
-  speak to your Account Manager
-  visit [www.eir.co.uk](http://www.eir.co.uk)

