

Top 10 Tips – Bringing Wi-Fi to your business.

Supplied by: Computer Products (C.P) Ltd



1. Work out the main reasons for deploying Wi-Fi i.e. Enable mobile devices, offer guest access for customers, enable wireless payment card terminals. Think about the primary and secondary aims of the project.
2. **Relax! It's ok not to be an expert with technology, simply contact an IT/Networking specialist to assist you. Always ask for references and case studies (if none are shown on the website e.g. <http://www.c-p-ltd.com/case-studies>)**
3. Choose a solution, again your IT partner should be able to offer suggestions. Make sure you ask for a free trial or demo in order to establish that the solution is one that works for you.
4. Draw up a usage plan/policy, think about how your staff/team members should use the Wi-Fi network as well as the many various uses your clientele or customer base could benefit.
5. Ensure that (if offering a guest network to non-staff) the content filtering is enabled or sufficient disclaimers are in place to enable the user to understand the level of restriction on certain pages i.e. gambling, adult content etc
6. **Test your environment, ask your IT partner to provide a site-survey to test the equipment in its intended environ. Spectrum analysis and RF interference mitigation prevent unwanted surprises following an installation.**
7. **Utilise the Wi-Fi to enhance your business. Use packages such as Office 365 and cloud suites to open the possibilities of a workforce no longer chained to a desk and PC**
8. Consider Social Wi-Fi, enabling people to connect to your network simply by 'liking' your Facebook page or 'following' you on Twitter. This is excellent in driving custom to your social sites and increasing brand awareness.
9. Engage with your staff and customers about other features and benefits they'd like to see. For example using the customer data received from a Wi-Fi network in order to send promotions and perks via email.
10. **Breathe....so many of the cases we've worked on have involved business owners panicking or rushing around attempting to bring a solid reliable network to their business. This is when mistakes happen, let a trustworthy IT partner take the strain.**

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