



Look! No Wires...

Consumers are pushing wireless devices into the workplace more than ever and although most of us mere mortals don't live in the dizzy heights of the Enterprise we are still causing our IT departments a headache. Wireless solutions are now expected to deliver good speedy performance as well as being secured and 'future proof'. David Dungay is looking at what has penetrated the Enterprise space and how the channel can jump on this opportunity.

This Christmas was labelled as a "Tablet Christmas" as many retailers saw sales of tablet devices rise by a significant proportion year on year. In the last few months of last year we have seen Apple release, not one, but three new devices. In true Apple style consumers have been clambering over themselves to buy the iPhone5 and the two new iPad models. Buying records have been broken yet again and we have seen the usual array of stocking issues. Google have busted onto the mobile/ tablet scene along with Amazon and are both looking like they could capture pieces of the market from Apple. We are

looking at a swathe of devices, on numerous platforms, adding a new level of complexity to the BYOD situation. This is not only having an impact on how we work but also where we work.

Andrew Doyle, Jabra UK Business Solutions Managing Director, told Comms Business "With the growth of Unified Communications deployments being driven by the recession, we are witnessing a real shift in working practices. Days of the office-centric, 9-5 role are being replaced by flexible working from a number of locations and across a different working 'day', in order to keep real estate and utilities overheads down and employees happy."

Mark Shane, ICON Sales Director, commented "With over 90 million iPhones and 40 million iPads sold last year, there is no doubt that these and other mobile devices are changing the workplace dramatically. Employees want to use their own devices at work – and companies are starting to see the value in letting them do that. The Bring Your Own Device (BYOD) trend has become a way of life."

Mike Smythe, Capstan, added "The global Enterprise Wireless market has seen consistent year on year growth for the past 10 years, despite the economic downturn. Infonetics research indicates this growth is running at 16% worldwide in 2012 and 30% across EMEA

with sales globally equating to \$1bn per quarter. What's more, this trend is set to continue, with global sales increasing by 25% from current levels to reach \$5.6bn by 2016."

Lesley Hanson, Marketing Director at Teleware said "Support for mobile workers has become a key strategic objective for many businesses and the growing use of mobile devices in all aspects of life has brought these devices into business at an amazing rate."

Major Issues

There are several key issues associated with an influx of wireless devices into any workplace. The strain is being felt throughout the enterprise space and can come with its costs that organisations simply didn't realise beyond supplying a wireless infrastructure.

Mark from ICON pointed out "As most of these devices do not have LAN ports, the only way to connect them to the company network is by using the WLAN. This is where the problems start. Organisations need to address the technical demands that the BYOD trend brings. Some key challenges being security architecture designed to support these devices and the risk of losing infrastructure control as private devices connect to the organisation's network."

"The issue," says Mark, "is that in large-scale WLANs traditional microcell WLAN architectures are struggling to meet the reliability, capacity, manageability and security dynamics of BYOD devices that require high mobility."

Lesley added "The issues caused by mobility are numerous. Support costs have escalated as new devices, unfamiliar operating systems and mobile apps force businesses to develop and deploy new support skills. This also extends to device management for areas such as roaming charges, security and compliance.

"As well as beefing up the mobile networks, the use of private networks for voice and data will become inevitable for those that wish to guarantee service availability. Using Wi-Fi capacity for mobile data is likely to become commonplace in most offices but this needs to be closely integrated with voice element before services are negatively impacted."

Tomer Reisner, Director of Product Management, Extricom said he thought the wireless industry is at a tipping point already.

"With organisations widely embracing the trend in bring your own device (BYOD), existing networks are struggling to cope with both the associated bandwidth requirements and security issues. With this trend for BYOD set to continue, today's businesses need an enterprise-grade WLAN architecture to deliver the high-bandwidth, wire-like network connectivity that meets the needs and expectations of their increasingly demanding users, whilst ensuring network security for the organisation," said Tomer.



Andrew Doyle of Jabra

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Matt Peachey, VP and GM, EMEA at Zenprise stated "There are many considerations for enterprises embracing the Bring Your Own Device phenomenon, and indeed those tasked with selling wireless enterprise solutions. Organisations keen to embrace BYOD initiatives, in order to reap the many potential benefits of the wireless era, are faced with the challenge of balancing demand to deliver a positive user experience and support a host of mobile devices and applications, while ensuring that network and data security remains a firm priority. Indeed, a misplaced smartphone can have serious implications for a business and is likely to be a key concern for customers. With this in mind, resellers selling wireless enterprise solutions should provide reassurance that the right products will mitigate the risks associated with this new level of mobility."

IT Minefield

One major concern over BYOD is the associated impact this will have on the role of an IT manager. Often referred to as "Fire Fighters" IT departments are seeing their work load go through the roof and their knowledge base of new devices needing to widen. It's a challenge at the best of times but what is in store for the IT manager in 2013?

Tomer stated "Another challenge for IT managers to deal with is the new 802.11ac standard being introduced in 2013. This has the potential to offer gigabit speeds to wireless LAN users, but standard microcell WLANs will be unable to come even close to unlocking its full potential. In particular, 80MHz and 160MHz channel bonding, which are two key drivers behind the impressive speed improvements

offered by 802.11ac, are practically impossible to deploy in a microcell architecture.

"In contrast, a blanket architecture can take full advantage of this development. Even though the standards committee optimised 802.11ac for single-user home use, blanket architecture is spectrally efficient and can run it smoothly even in the most demanding enterprise environments. With millions of 802.11ac client devices expected in the next two to three years combined with the BYOD phenomenon, IT managers will have no choice but to upgrade."

Mark from ICON says "Most of the installed Wi-Fi is 3rd generation micro-cell technology which is just not adequate when it comes to BYOD and other Triple Play applications. When you start using your WLAN for BYOD and telecoms the WLAN takes on a completely different perspective.

It needs to be much more robust and becomes a strategic investment and, in those cases where there is a commercial imperative behind the WLAN, it needs to be much more reliable"

Mark goes on to add, "The only safe way for an organisation to do this is to use a 4th generation Wi-Fi infrastructure solution designed specifically for BYOD and Triple Play (voice, video, data). The problem is that most Wi-Fi infrastructure available today are not 4th generation."

Legislation - turning a blind eye

Providing a wireless network can be a tricky balance of making it secure and safe but also allowing employees to have freedom over the network to enable them to work efficiently. It's a toughie to get right and probably isn't helped when your employer reads some sort of inflamed news about how much time workers waste a year looking at sites like Facebook or Youtube.

"Legislation introduced in the past 2 years has placed direct responsibility on those deploying public wireless networks; the advice is not to offer unrestricted access to the internet and to be aware of serious consequences if the Wireless ISP "WISP" can't produce the details of users who have downloaded illegal



Ian Killpatrick of Wickhill

material. Fortunately there are cost-effective managed services such as "Yo Wireless" which offer a solution to the regulatory issues, as well as providing a compelling accounting and billing service."

"Another key driver is the increasing demand for management of the BYOD market. Many enterprises have admitted to turning a "blind eye" to BYOD and in many cases give employees unrestricted access to the corporate network with the attendant security implications. However the flexibility of the more capable Wi-Fi equipment, enables companies to embrace employee choice in a secure and managed environment."

Mobility

One common issue has arisen when consumers try to connect to work servers from outside the office wireless. 4G will impact this but whether it eases the issue or just keeps the problems coming at a quicker rate we won't realise until the service becomes more widespread. Unfortunately not being "fully functional" when out in the field can be a costly exercise for organisations.

Lesley from Teleware stated, "Connectivity has become a problem - both in terms of mobile users usually being 'outside' of the corporate communications infrastructure and from the general issue of poor or no mobile coverage within buildings. In response, DECT and WiFi as well as the use of GSM handsets on the macro network and use of private mobile networks is becoming prevalent.

"Businesses have begun to introduce processes to control the use of devices and to pull employees back into the business communications systems. However, many of



Mark Shane of ICON



Matt Peachey of Zenprise

Mark continued “the traditional telecoms channel has not embraced the opportunity of BYOD and Triple Play or voice mobility. This is due partly to not being able to access to a suitable solution and the specialist knowledge which is needed to deploy a large scale WLAN using traditional microcell WLAN technology.

“Traditional microcell Wi-Fi infrastructure solutions struggle to deliver against customer needs and the complex deployment surveys and fine tuning needed to deploy them successfully means they are not suited to distribution through the traditional telecoms channel.”

Ian Kilpatrick says, “The channel opportunity is to leapfrog the old access point structure, which can’t scale, to cell-based wireless arrays that can provide high density, high capacity, while increasing security. This environment is what users will (and already are) demanding for the high capacity applications they are running.

“Alongside this, there is a major opportunity for mobile device management. The ability to manage deployment, patches, configuration, security, apps and licensing, as well as support and decommissioning will become increasingly essential. Whoever provides management for the devices is likely to make the margins and own the customer.

“Connecting from mobile devices requires multiple layers of security including identity confirmation, authentication, encryption, security on the network and reporting of issues. There are a number of solutions that can deliver this and the mobility channel should be maximising margins and customer stickiness by providing these as an option on every deal. In addition, the perceived (rather than actual) complexity provides a number of service opportunities.”

Andrew from Jabra commented, “The growth in UC, combined with the increased use of tablets and smartphones, offers the channel the perfect opportunity to link-sell associated devices, such as headsets, that will optimise the UC user-experience and complete the solution. Bundling devices with software, especially where

the device is optimised for use with a specific UC application, makes it an easy choice for an IT manager to select the right products for their user types in what could be a complicated decision-making process.”

Lesley Hanson said, “Resellers can add particular value in sectors where there are large numbers of mobile or location independent workers, when the value of the call or the cost of generating calls is high, or where the cost of missed calls is significant.”

Matt from Zenprise added “As BYOD continues to grow; resellers should also look to educate customers around the potential for enterprise mobility solutions to deliver measurable benefits and ROI. While the focus for many vendors remains fixed purely on supporting BYOD – and doing so securely – the technology has great potential to move beyond just managing and securing devices connecting to the corporate network. Enterprises embracing BYOD should be aware of the potential to enhance business processes, support innovation with bespoke corporate applications and future-proof the organisation, by providing a means to respond to evolving business needs. In short, with the right processes in place, enterprises can be sure to get the most out of this new level of mobility securely, whilst also investing in the long-term success and growth of the business.”

the solutions deployed today are cumbersome to integrate and costs to the business of mobile phone usage and mobile application deployment has increased exponentially.

“Unless organisations can reign in the negative impact of mobility, contact with customers can suffer as the increasing use of devices outside a business’s call management strategy means calls cannot be transferred or do not reach someone who can help in a timely manner.”

Ian Kilpatrick, Chairman of Wick Hill Group, said “Mobility and BYOD have caused a leap forward not matched by security. This has been typical for new technology deployment, and security is now catching up.”

The Opportunity - Selling

So where does the channel fit in? Can they take advantage of the BYOD phenomenon?

Mark Shane believes that there is a mismatch between the trend to use BYOD, the enterprise’s desire to deploy and manage Wi-Fi infrastructure which is Triple Play capable and the traditional telecoms distribution channel’s ability to deliver robust WLAN solutions.

Mark said, “There is a need in the channel market space for a WLAN infrastructure solution which is Triple Play capable (voice, video & data) and which can be deployed and set up without complex surveys and advanced technology tweaking.”



Mike Smythe of Capstan

EdSays

Mobile devices have well and truly penetrated the work place and this BYOD trend is set to continue for the foreseeable future. Resellers need to embrace this trend and highlight to businesses if it is not managed properly with the right infrastructure there can be some major consequences. Resellers and Dealers alike need to do what they do best with the value-add services and take a hold of this trend now.

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