

Managed Service Providers – The “IT department” for the rest of us

Small Medium Enterprises (SMEs) are a critical driver of global economic growth¹. They often have no dedicated Information Technology (IT) staff and lack security training, resulting in limited adaptability to today’s rapid changes in technology, requiring the help of third party providers to fulfil their IT needs.



Such a “best efforts” approach to Internet access, especially Wi-Fi access, can hurt the bottom line of SMEs like schools, hotels and resorts, coffee shops, malls, transportation hubs, small offices, or just about any place where business relies on internet access to fulfil its core mission.

SMEs’ Internet needs can be met by enterprise Managed Service Provider (MSPs), who in a sense, become the IT personnel to this vast, “unmanaged IT” segment. This paper explains the basics of MSPs, presenting options for how MSPs can serve the small business (SMB or SME) segments profitably.

Who are MSPs? Enterprise managed services are IT services offered by a third party that “manage” a business’ or enterprise’s IT requirements, often including monitoring and maintenance designed to prevent unexpected interruptions in system availability. MSP administration of SMEs’ IT needs increases SME productivity and boosts profitability.

In the wireless space, such as enterprise Wi-Fi networks, managed services are a great opportunity for today’s Internet service providers (ISPs), Value Added Resellers (VARs) and System Integrators (SIs) to step in and fulfil diverse and profitable needs.

¹ According to the World Bank, SMEs contribute up to 45 percent of total employment and up to 33 percent of national income (GDP) of emerging economies.

COMMON POPULAR MSP SERVICES CAN INCLUDE:

PRE-INSTALLATION SERVICES	INSTALLATION SERVICES	MONITORING, MANAGEMENT AND TECHNOLOGY TRANSITION SERVICES
<ul style="list-style-type: none">• Site-surveys to customize the Wi-Fi network design according to the topology of the building, throughput, and capacity requirements of the business• Technology selection recommendations to the SMB regarding Wi-Fi AP capacity, security considerations, and technology options (802.11ac wave 1 or wave 2, for example), with respect to return on investment (ROI) time periods	Secure, efficient equipment installation according to pre-installation network design.	As part of the daily life-cycle of IT infrastructure, monitoring can include: remote monitoring, pro-active notification, and scheduled maintenance services Transition services can include planning the implementation of the next generation of IT technology

To succeed, MSPs must address not only the overt need of this unmanaged IT segment, but also the less obvious need – the underlying anxieties that prospective MSP customers can experience when they outsource their IT needs, including:

- Feeling of loss of network control
- Concerns on data privacy and access to data
- Visibility to critical performance indicators of the overall health of their network
- Need for actionable insights making the businesses operations profitable

Specifically regarding Wi-Fi in retail environments like coffee shops or malls, Wi-Fi services are offered as a way to get people in the door. Insights gained from Wi-Fi analytics can help such retailers orient their offerings and operations to strengthen customer engagement. MSPs that understand these inherent business drivers can offer marketable insights beyond daily IT needs, gaining competitive advantage and increasing the rate of onboarding managed businesses.

Cambium Networks' cnPilot™ Wi-Fi solutions can help MSPs address not only the need for great Wi-Fi access, but also the business motivation of their customers.

ENABLING WI-FI EXCELLENCE

cnPilot's 802.11ac cloud-managed indoor and outdoor access points (APs) offer world class Wi-Fi features at a competitive price point, promoting a great return on Investment (ROI) for Cambium Networks partners.

MSP-FRIENDLY CONTROLLER

cnPilot Wi-Fi access technologies are powered by Cambium Networks' free cloud-managed cnMaestro™ controller tailor-made for MSPs. These solutions address such SMEs' daily needs as centralized remote network configuration, monitoring, and upgrade of large cnPilot Wi-Fi networks. cnMaestro's privacy-sensitive multi-tenancy role-based access control, location APIs, and reporting features ensure that MSPs can meet and exceed their customers' expectations.

ABOUT CAMBIUM NETWORKS AND cnPILOT

Cambium Networks is a world leader in wireless technology with more than 6 million radios deployed globally. We are a channel-focused company that sells through a worldwide network of distributors, VARs, and System Integrators to diverse verticals such as education, hospitality and retail, public Wi-Fi, government, and industrial sectors.

For more details please visit: <http://www.Cambiumnetworks.com> or our ever active community forum at: <http://community.cambiumnetworks.com/>



Cambium Networks, Ltd.
3800 Golf Road, Suite 360,
Rolling Meadows, IL 60008

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