INGRAM MICRO SERVICES
THOUGHT LEADERSHIP

Boost Your Trusted Advisor Status with an IM Wireless Network Assessment

Whether mobile solutions currently represent a large or small portion of your current revenue, this technology is clearly becoming an area of growing importance with many of your customers. A 2012 study from Juniper Research predicted that the number of consumer smartphones and tablets used in the workplace will reach more than 350 million globally, compared with 150 million already in use in 2012. As a VAR or MSP, it can be tricky to figure out how to adapt your current PC and server monitoring and management skills and pricing to accommodate the wave of personal mobile devices entering your customers' businesses every day. However, treating these devices like company-owned assets isn't an option either, as they contain a combination of personal and corporate applications and data that must be handled differently than company-owned equipment. Many of your customers are struggling to figure out BYOD (bring your own device) policies and outside assistance from a trusted business advisor is greatly needed.

One area where IT solution providers can have a significant impact on their customers' BYOD and MDM (mobile device management) initiatives is by helping their clients build solid wireless networks. If you think about it, the corporate Wi-Fi network is the gateway between personal mobile devices and your customers' mission critical business applications and data. Configured properly, a Wi-Fi network can play a key role in enforcing corporate policies (e.g. no bandwidth-hogging YouTube videos permitted over the corporate network, no adult content, etc.) prevent unauthorized access to the corporate network, and protect the company from a host of malicious cyber-attacks. On the other hand, a poorly implemented Wi-Fi network can become a welcome mat for network-intensive applications, viruses, and compromised corporate data.

Wi-Fi Deployments Require More than 'Plug-and-Play'

In today's world of open standards and interoperability, a Wi-Fi router can be plugged in, turned on and operational in less than 10 minutes. Taking this approach to a wireless network deployment, however, will most certainly result in serious problems in the near future. Even though the plug-and-play nature of a Wi-Fi router makes it seem simple enough, there's actually a lot of skill (and time) that goes into setting up a wireless network with adequate coverage and proper security. To do it right, a wireless network assessment should be conducted to determine the proper number and placement of wireless access points and to detect competing wireless signals that need to be addressed ahead of time.

As a small to midsize IT solutions provider, investing in the tools and certifications necessary to perform a wireless network assessment can place an unnecessary burden on your organization and pull your team away from more profitable activities. Fortunately, there's a solution to this business challenge: Ingram Micro Professional Services recently launched IM Wireless Network Assessment, which is now available to all Ingram Micro

partners. This service is a comprehensive IT Professional Service conducted by an Ingram Micro badged employee (not a third-party associate), who has been certified in wireless network assessments and security.

The goal of the IM Wireless Network Assessment service is to enable Ingram partners to:

1. Increase their customers' network resiliency and reliability
2. Optimize wireless network performance
3. Mitigate security risks by leveraging experienced and certified professionals and
4. Continue to be the trusted business advisor to your customers

Your customers' need for reliable wireless connectivity isn't going away. Rather than avoiding the issue or trying to stumble your way through a wireless networking deployment, why not turn this task over to your trusted business partners at Ingram Micro? Find out more about this invaluable service today by visiting ingrammicrolink.com.