

public wireless LANs: hot spot solutions



be a hot spot for
mobile connectivity

Your on-the-go customers are on the lookout for fast, secure public wireless access. Building public wireless LAN hot spots on your premises increases customer interest and satisfaction while enhancing the business value of your infrastructure.

riding the public wireless wave

In an airport waiting area, responding to e-mail and updating project information...In a hotel, checking on customer order status...In a convention center, using free time to download files for an upcoming meeting...In a coffee shop, searching for maps and hotel information on a destination city....

At any time, at any venue, today's mobile professionals need to stay connected to the Internet, corporate intranet, enterprise data, and applications that enable them to stay informed and productive. These road warriors are already using public wireless LAN hot spots to get more affordable, secure high-speed, high-bandwidth access using mobile access devices. Are you ready to take advantage of this hot new opportunity?

getting started with speed and ease

Building on the globally accepted IEEE 802.11 standard, the number of public wireless LANs in public venues is growing rapidly. Now is the ideal time to become a hot spot and offer your customers fast, secure public wireless access. With proven experience and global resources, HP has everything you need to build and deploy hot spots. Our end-to-end public wireless LAN solutions bring together industry-leading mobile access devices and industry-standard servers, plus corporate subscription services and solution partnerships, as well as a comprehensive portfolio of services that focus on networking, systems integration, security, and wireless mobility.



access the benefits

Improve customer satisfaction. Today's mobile professionals seek locations that offer fast, secure public wireless access to the Internet and corporate intranets.

Enhance your image and drive customer traffic. Providing hot spots as a premium service or amenity elevates your status as a preferred full-service venue and strengthens your competitive advantage.

Boost operational efficiencies. Giving staff secure private access across your public wireless LAN to enterprise applications and relevant information allows them to be more productive and to better serve your customers and guests.

Enhance the business value of your infrastructure. Utilizing the same basic infrastructure to deploy both public and private use of your wireless LAN derives maximum value from your investments.

Gain new revenue opportunities. Offering public wireless LAN hot spots to customers as a pay-for-use service or as a basis for increasing the cost of core services are just some of the ways to generate new revenue.

what kind of hot spot do you want to be?

Do you want to implement a public wireless LAN hot spot? Or are you considering becoming a full-service Wireless Internet Service Provider (WISP), offering subscription-based services to your customers? What about implementing a wireless LAN that enables public access for your guests and private access for your employees? Whatever your answer, and whatever the size of your business, HP has the proven wireless LAN experience to help you envision the opportunity, develop the plan, then build hot spot solutions that keep your customers happily connected and your infrastructure investments securely protected.

Today, HP is working with international hotel chains, bistros, air carriers, and airports to define remote-access strategies and integrate public wireless LANs with Virtual Private Networks (VPN). We're building scalable public wireless LANs that offer inherently robust security and easy manageability, as well as 24x7 support. Our partnerships with leading solutions providers deliver wireless access subscription services, billing, authentication, authorization, and other key software applications. We can even help you create and manage a Web content set specific to your venue and locale, including maps, restaurant reviews, and other information.

a total solution

HP's end-to-end solution for public wireless LAN hot spots includes:

- **Mobile devices**, including laptops and the award-winning HP iPAQ Pocket PC to provide secure, wireless-ready access
- **Industry-standard servers** delivering the reliability, scalability, and manageability needed to support mobile applications

- **Public wireless LAN implementation** encompassing access points, antennas, security, network integration, and ongoing management
- **Enabling software and wireless applications** from HP and partners around the globe, handling billing, access, authentication, and authorization
- **Subscription services** through key partners, enabling you to offer customers public wireless access services
- **Consulting and integration services** supporting your approach to public wireless access throughout the solution lifecycle – from assessment and design to integration, staging, and deployment
- **Support services** providing support for mobile platforms and applications around the clock and around the world
- **Outsourcing & Managed Services** based on a fixed per-month cost for a range of services – from targeted help desk support to complete outsourcing services, plus technology refresh
- **Financial Services** offering innovative leasing and asset management solutions, so you can become a hot spot without the major upfront capital investment

learn more

For more information about public wireless LAN solutions from HP, contact your HP representative or visit

www.compaq.com/services/mobility

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