



Wireless-First: Empower Your Business with Connectivity, Reliability, and Security

Why managed wireless network services should be the top broadband connectivity consideration for your business.





Table of Contents

Welcome to a Wireless-First World.....	3
Why Choose Wireless Connectivity for Your Business	4
Must-Have Capabilities in a Wireless Business Internet Solution	8
Advantages of a Managed Service Provider for Wireless Connectivity.....	9
Why Partner with Hughes Managed Wireless Services	11

Welcome to a Wireless-First World

Digital businesses today must equip their networks with the best technologies to provide superior connectivity, reliability, and security. Without always-on, reliable connectivity, mission-critical applications and services cannot perform as expected and businesses can't meet increasing demand—resulting in bad customer experiences.

There are many different technologies available today for business internet, both wired and wireless. From DSL, cable, and fiber wired options to 4G LTE and 5G wireless technologies, the best choice for your business will depend on several factors. In some scenarios, wired business internet solutions can introduce technological constraints that restrict growth, prevent easily adding new locations, hinder optimal performance

33% *of decision-makers prefer best-of-breed carriers in both wireline and wireless access to avoid compromising quality of service.¹*

across locations, and stifle innovation. Opting for enterprise-grade wireless internet solutions, like 4G LTE and 5G, enables businesses to bring connectivity, reliability, and security to distributed locations, while also allowing business leaders to focus on optimizing business operations.

Wireless connectivity promises business benefits, including availability, reach, and technology advancements. Wireless services offer a variety of cost-effective data plan options, while also being available in underserved areas. Wireless solutions can also tap into multiple carriers at a single location, enabling primary and backup connections from the best possible—but maybe different—carriers. Also, by choosing wireless, businesses can avoid additional infrastructure buildout and achieve quicker time to market.

A wireless-first strategy enables businesses to more quickly attain the robust network services they need to support new initiatives, end users, and customers. Wireless-first means more agility and more flexibility when businesses are looking to open new locations and enable dispersed, remote locations to access the same network services and high-performing business internet, providing a consistent customer experience from anywhere and at every location.

Why Choose Wireless Connectivity for Your Business

Wireless connectivity is a key enabler to modern business with its advanced capabilities and increased flexibility. Wireless empowers a business to go beyond the physical limitations of cable and to equip more locations with reliable, secure connectivity.

Here are just a few examples of use cases in which a wireless-first managed services approach empowers businesses to succeed.

Existing Business Adding New Locations

For business leaders, expanding to new locations can mean serving more customers, achieving more profits, and enabling more opportunities—ultimately, enabling business growth.

If the chance arises to expand and grow the business, technology should not be what is holding the business back. In some cases, wireless could be the best option for businesses looking to add new locations in areas where cable buildouts are not physically possible or will incur significant costs that the business cannot justify.

67% *have business plans to expand their physical locations in the next two years.¹*

Opening Business Locations with No Wired Broadband Support

It's a fact that many areas of the world are without internet connectivity, and in the United States, some 7.2 million businesses and homes do not have high-speed broadband available to them, according to the Federal Communications Commission's Broadband Map.

Wireless connectivity enables businesses looking to add locations where there is no wired broadband support to access the internet without worry of existing wired connections in the area.

New Businesses Getting Up and Running Quickly

For startups or new locations, time to market is critical to stay ahead of the competition. And for any business, the sooner it is connected and serving customers, the sooner the business can become profitable.

A wireless-first strategy for new businesses would reduce the time it takes to establish connectivity in a new location and potentially reduce the costs often associated with broadband buildouts. Depending on the exact location, wired broadband connectivity might not be available. If wired is an option, securing approvals, adhering to regulations, and permitting can slow the process of enabling reliable, secure connectivity.

Wireless offers cost-effective and rapid deployment options for businesses, and when coupled with managed services, businesses gain connectivity options and a robust network solution on which to run their business.



“Wireless networks (of any type) add a level of flexibility not available with wired networks.”²

Poor Performance with Wired Broadband Connectivity

Wired broadband connectivity doesn't necessarily guarantee a positive experience or superior performance. Often, businesses experience poor performance with their wired networks that cannot be easily remedied.

For instance, network cabling can be older, outdated, and in need of upgrades that might not be possible depending on the physical location. Upgrading network cable can be time-consuming and costly, mitigating the benefits of investing in the aging infrastructure. Choosing wireless broadband connectivity eliminates the challenges of outdated networks and enables a business to not only have a backup wireless network, but to also invest in wireless for primary network capabilities.

In many ways, wireless networks can provide more flexibility because they are easier to install and maintain.

Needing Multiple Internet Connections for Redundancy

Network redundancy is critical for businesses that rely heavily on internet connectivity to operate and serve customers.

Adding wireless to an existing environment enables network redundancy, allowing for multiple paths for traffic and ensuring continuous internet connectivity. Incorporating wireless can reduce the risk of downtime caused by a single connection failure.

Wireless-first benefits also enable enhanced reliability with connections for primary and backup options, as well as ensure business continuity by providing a safety net in case of a primary connection outage.

36% *prefer different vendors to have better buying choices and no reliance on one carrier.¹*

Cost Avoidance for Expensive Wired Broadband Buildouts

Building out a new network can involve permits, regulations, and other approvals that could introduce delays in the deployment. Adding infrastructure for new locations can also become extremely costly.

Businesses can get up and running quickly without extensive broadband buildouts, which is also more cost-effective and speeds up time to market. Choosing wireless connectivity also helps businesses expand to more diverse locations, where it is not always possible to pull cable.

Must-Have Capabilities in a Wireless Business Internet Solution

Wireless network connectivity can provide businesses with flexibility and reliability, enabling them to operate anywhere, connect securely, and scale quickly. Here we examine the critical capabilities businesses should look for in a wireless business internet solution.

When considering wireless connectivity, it is critical to think about carrier options. Businesses should partner with a wireless service provider that can provide a cost-effective network to meet their specific needs and use the best available carrier service in each area, building an enterprise network using 5G and LTE. This type of multi-carrier support will let businesses use one carrier for primary network and another for backup, which adds resiliency to the environment and reduces the chance of downtime. With any technology partnership, it is also important to ensure the wireless provider has a proven history of service delivery and offers nationwide support for its customers.

Support for various wireless technologies is essential to a successful wireless-first implementation. Multi-technology wireless transport capabilities provide connectivity for both 4G and 5G cellular services, each operating either as the primary network path or as the backup path, with automatic failover

switching between the two. Multi-transport capabilities make connectivity seamless and ubiquitous at a time when customers demand more bandwidth, reliability, and performance for their business.

Security of the wireless environment should be a top priority as well. Businesses today recognize the convergence of networking and security technologies to provide reliable, high-performing, and secure applications and services.

60% *feel convergence of network and security is the most important factor in businesses' network strategy.¹*

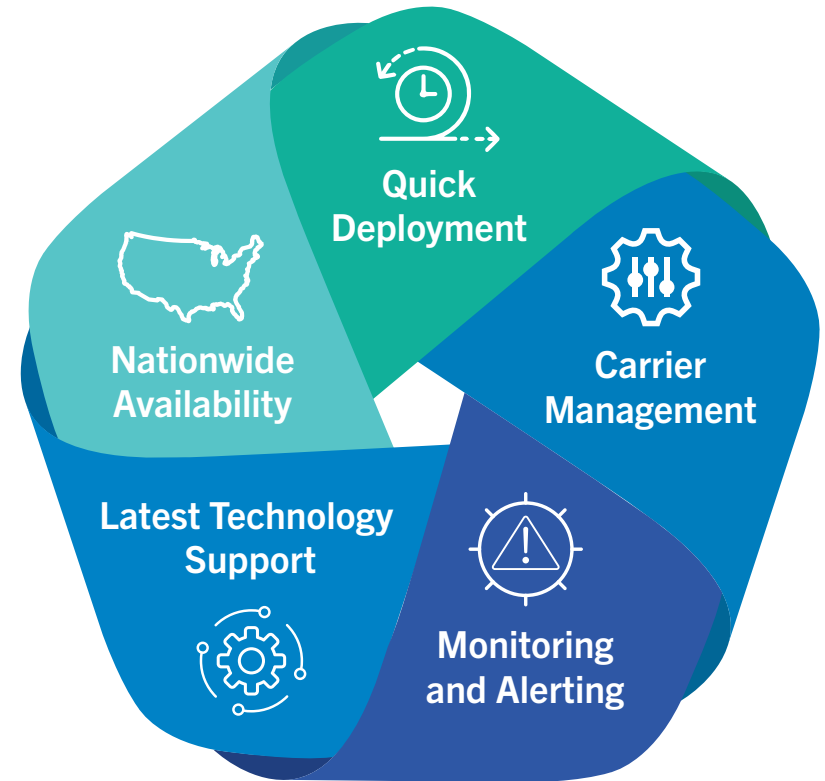
Wireless network services with enterprise-grade devices should be able to connect both wired and Wi-Fi devices and securely perform as wired networks do, while providing businesses with more flexibility, agility, and resiliency. Wireless providers should also be able to demonstrate successful service delivery experience with customers.

Advantages of a Managed Service Provider for Wireless Connectivity

Managed services include effortless deployment, flexibility, multi-carrier support, and enterprise-grade features—without worrying if there is enough staff on site to manage the environment or if the technical staff is experienced in managing distributed networks.

Choosing to partner with a managed service provider (MSP) will bolster wireless network performance and prevent downtime issues from impacting customer experiences. Wireless network MSPs improve wireless performance by using proactive monitoring to enable a reliable network connection, identifying potential issues, and resolving them quickly—before they cause downtime or negatively impact productivity.

An MSP also gives businesses additional skills to ensure the wireless network runs smoothly. For many businesses, finding and retaining the right set of technology skills in-house can be a challenge. And that problem grows more challenging when businesses are supporting distributed locations with varying degrees of broadband coverage. MSPs offer trained installers and certified network engineers, while also managing the relationship with carriers—offloading the need to have a team member in-house do it.



A wireless managed service provides access to leading-edge technology, updates, and patches without worry or maintenance from the IT organization. Partnering with an MSP eliminates the requirement for internal IT teams to perform software updates and security patches. Access to the new features and integrations is readily available as part of the managed service.

Managed wireless services can offer wireless connectivity and additional services, such as security features and Wi-Fi needed for all locations. Customers no longer need to worry about transports if they can adopt managed wireless services. When partnering with an MSP, all aspects of the wireless environment will be handled and maintained by the provider.

40% *are currently using 5G and/or are expanding to more locations.¹*

Using an MSP for wireless networks provides businesses with nationwide availability, advanced security features, and access to the latest technologies, such as Wi-Fi 6 and advanced security. A managed wireless network can reduce downtime and promote productivity as primary and backup networks work together to prevent outages. Wireless service offerings also provide the latest and greatest managed Wi-Fi options for businesses to equip employees and guests with secure, reliable connectivity across locations.

Working with an MSP also guarantees network optimization as the provider will consistently monitor the environment for connectivity and performance. And managed services for wireless networking offer flexible packages and pricing models—as well as cost-effective, nationwide support.

17% *plan to deploy 5G in the next two years.¹*

Why Partner with Hughes Managed Wireless Services

The Hughes Managed Wireless Service revolutionizes business connectivity needs by freeing businesses from the constraints of wired internet connections and unlocking limitless potential with a fully managed service. The award-winning Hughes managed services offer cost-effective and rapid deployment options, powering businesses globally with the ability to operate anywhere, scale instantly, and connect securely.

Hughes supports all major carriers in the U.S. and offers 4G LTE, 5G, and many satellite solutions to wirelessly connect business locations with its managed services multiple transport options. For instance, Hughes offers built-in advanced security features, such as safe browsing and intrusion-attack prevention. Hughes managed monitoring and alerting provides businesses with network and wireless usage monitoring, alerts on both status and usage, and device and link down notifications. Also, with the latest Wi-Fi 6 technology, Hughes can help enterprise businesses offer employee and customer Wi-Fi access in a secure, manageable way.



To summarize, Hughes managed wireless services include:

- Single and dual wireless options for redundancy
 - Advanced security features for secure internet access
 - Wired and Wi-Fi connectivity for business operations
 - Expertise in deploying and managing 4G LTE and 5G technologies
 - Self and professional installation options
 - An easy and intuitive self-installation option
 - Professional installation by trained technicians for optimal wireless performance
 - Post-installation testing to guarantee reliability and performance
- Centralized configuration by Certified Network Engineers and ongoing configuration management
 - Firmware updates, if required, to adapt to evolving network requirements
 - Real-time monitoring of network activity with proactive alerts for status and usage
 - 24x7 customer support, which is always available for technical issues, remote diagnostics, and troubleshooting
 - Field maintenance options
 - Rapid response to unexpected challenges with on-site support
 - Customer portal, with a user-friendly interface for network status visibility and self-service capabilities

1 Frost & Sullivan, Voice of Customer: Global Enterprise Network Access Services, 4/18/2024, n=1,390

2 Frost & Sullivan, Global Private 5G Network Growth Opportunities, 6/27/2023

Explore Hughes Managed Wireless

Ready to learn more about Hughes Managed Wireless?

[Learn More](#)

HUGHES
An EchoStar Company

11717 Exploration Lane Germantown, MD 20876 USA
www.hughes.com

WIRELESS-FIRST: EMPOWER YOUR BUSINESS

©2024 Hughes Network Systems, LLC.

All information is subject to change. All rights reserved.

H71994 AUG 24