



# Secure, Cloud-Managed Wi-Fi

## *Secure, Simple, Intelligent.*

Offering basic Wi-Fi access doesn't give you a competitive advantage, it offers you a chance to compete. With benefits ranging from increased productivity to improved customer satisfaction, implementing a wireless network for your employees and guests has become the table stakes of doing business. But Wi-Fi also opens your business to significant security risks, and can be complicated to deploy and manage, not to mention expensive. WatchGuard's Secure Wi-Fi Solution, a true game-changer in today's market, is engineered to provide a safe, protected airspace for your Wi-Fi environments, while eliminating administrative headaches and greatly reducing costs. With expansive engagement tools and visibility into business analytics, it delivers the competitive advantage your business needs to succeed.

### Enterprise-Grade Wireless Intrusion Prevention System (WIPS)

Our cloud-managed access points have built-in WIPS to help ensure you have the protection you need. Using patented Marker Packet technology, WatchGuard WIPS defends your airspace from unauthorized devices, man-in-the-middle and denial-of-service attacks, rogue APs and more – and with close to zero false positives. For even greater protection, deploy our APs with a WatchGuard Firebox® to extend the Firebox's best-in-class UTM defenses, like application control and zero day malware protection, to your WLAN.

### Engage with People and Gain Visibility into Business Analytics

The WatchGuard Wi-Fi Cloud delivers unprecedented visibility into every corner of your wireless environment, and beyond. Customizable dashboards and alerts provide a comprehensive overview and the ability to drill down for a more granular view. Business owners, now more than ever, need to leverage technology to get the most bang from their marketing budgets and have concrete data around site metrics like footfall, dwell time, and conversion to drive business decisions. Don't waste money on three separate products (for Wi-Fi access, splash pages, analytics), when WatchGuard's Wi-Fi Cloud gives you all three in one interface for all the business metrics you need to make the best decisions to grow.

### Management That Scales

With the WatchGuard Wi-Fi Cloud, IT pros can enjoy an entirely controller-less Wi-Fi management experience including setup, configuration, monitoring, troubleshooting, and improving corporate and guest Wi-Fi access, without worrying about the limitations of legacy controller infrastructure. Wi-Fi Cloud environments easily scale from one to an unlimited number of APs across multiple locations. APs can be grouped in many ways including location, building, floor, and customer to maintain consistent policies.

### Performance Without Compromise

With people streaming videos, music, photos and games, today's digital content is bigger and better than ever. People are interacting with multiple devices at the same time such as smartphones, tablets, and laptops, and Wi-Fi is working on overload and often can't keep up.

With the introduction of the 802.11ac Wave 2 standard, Wi-Fi has gotten the boost that it needs to keep up with the demands of high-density, throughput-hungry environments like crowded meetings rooms, schools, and conference trade shows. Wave 2 offers blazing fast speeds, more coverage and the highest client density.

When managed by the Wi-Fi Cloud, WatchGuard APs come standard with RF optimization, spectrum monitoring, and troubleshooting built in.

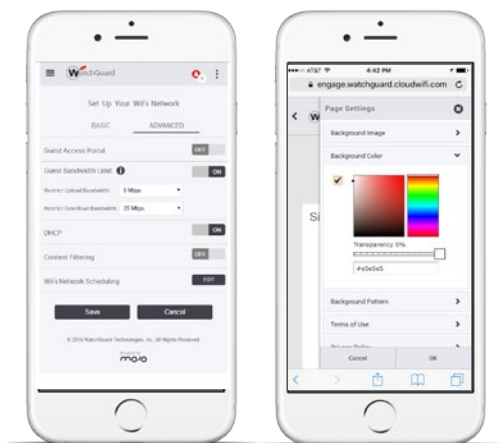
## Flexible Management Options

WatchGuard offers two management scenarios to meet the needs of SMBs and distributed enterprises. You can manage all access points with either a Firebox, via the Gateway Wireless Controller with lightweight feature set, or with WatchGuard's Wi-Fi Cloud. And with the Wi-Fi Cloud you get an expanded set of features including strong WIPS security, marketing tools, and location-based analytics for optimal business insights. And for ultimate peace of mind, rely on a Firebox UTM-protected network with WatchGuard Wi-Fi Cloud-managed APs to realize the full marketing and security potential of a cloud-managed access point solution.

Features		Wi-Fi Cloud +UTM	Wi-Fi Cloud	UTM Wi-Fi
SECURITY	Total UTM Protection	✓		✓
	Patented Wireless Security and Threat Prevention	✓	✓	
	Friendly Wi-Fi Compliant (URL Filtering)	✓	✓	✓
	Location of Client Devices, Rogue APs	✓	✓	
MANAGEMENT ENGAGEMENT	Analytics (Footfall, Visit History, Frequency, Dwell Time)	✓	✓	
	Mobile-Friendly Captive Portals	✓	✓	
	Social Wi-Fi	✓	✓	
SIMPLIFIED MANAGEMENT	Cloud-Managed 'controllerless'	✓	✓	
	GO Mobile Web App	✓	✓	
	Location-based Templates	✓	✓	

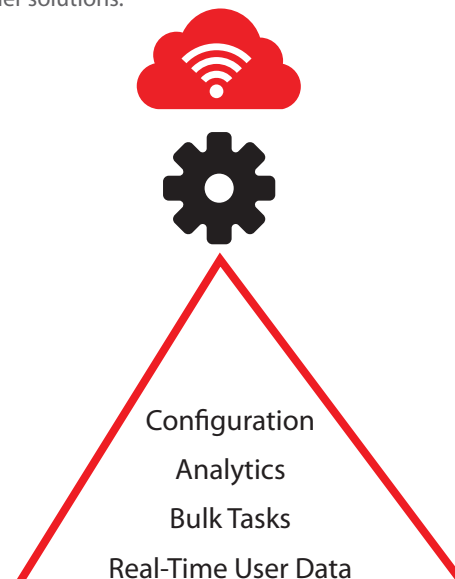
### GO Mobile Web App

The GO mobile web experience allows you to manage your wireless networks using any mobile device. Managing customer engagement is entirely integrated with standard features enabling simple setup of customized splash pages and personalized customer promotions.



### RESTful API

WatchGuard Wi-Fi Cloud is built from the ground up on RESTful APIs to handle even the largest WLAN networks that, until now, would need to be served by on-premises WLAN controller solutions.



## WatchGuard Access Points

The AP420 offers fast speeds to support those latency-sensitive services like voice, video, and data downloads over Wi-Fi and comes with a 4x4 MU-MIMO dual radio connecting a crowded room full of devices simultaneously. This AP also offers dual concurrent band radios supporting 802.11a/n/ac Wave 2, 802.11b/g/n, 4 spatial streams, and data rates of up to 1.7 Gbps and 800 Mbps, respectively. With a 3rd MIMO dual band radio for dedicated WIPS and RF optimization (when Wi-Fi Cloud is enabled) you don't have to sacrifice performance for security. Ideal for tradeshow floors, auditoriums, meeting rooms, and shopping malls.

**AP420**



**AP322**



The AP322 is a ruggedized 3x3 MIMO 802.11ac outdoor access point with dual concurrent 5 GHz and 2.4 GHz band radios supporting 802.11a/n/ac, 802.11b/g/n, three spatial streams, and data rates of up to 1.3 Gbps and 450 Mbps, respectively. The AP322 delivers broad, fast, and reliable Wi-Fi coverage – making it ideal for stadiums and sports fields, schools/universities, malls, parks, hotel pool areas and open air cafes, shipping docks, warehouses and other harsh or outdoor locations.

This is a high-horsepower access point that can support critical applications like voice, video and cloud with ease. The AP320 is an indoor 3x3 MIMO 802.11ac access point with dual concurrent band radios, three spatial streams, and data rates up to 1.3 Gbps. It's the natural choice when deploying in offices, classrooms and meeting spaces.

**AP320**



**AP120**



The AP120 is the affordable option when optimum performance is needed in a small space or where fewer devices are connected. It is an indoor 2x2 MIMO 802.11ac access point with dual concurrent radios, two spatial streams, and data rates up to 866 Mbps. This is a great alternative for small branch offices, stores, and classrooms.

Manage any of these AP models with the Wi-Fi Cloud for expanded features including strong WIPS security, marketing tools and location-based analytics for enhanced business insights.

*"We've found that the dashboard within the WatchGuard Wi-Fi Cloud product has made it much easier for our limited IT staff to deploy new access points, to understand the functionality of the existing access points, and to understand the true needs of our guests."*

*~ Hunter Hughes, Director of IT, Museum of Flight*





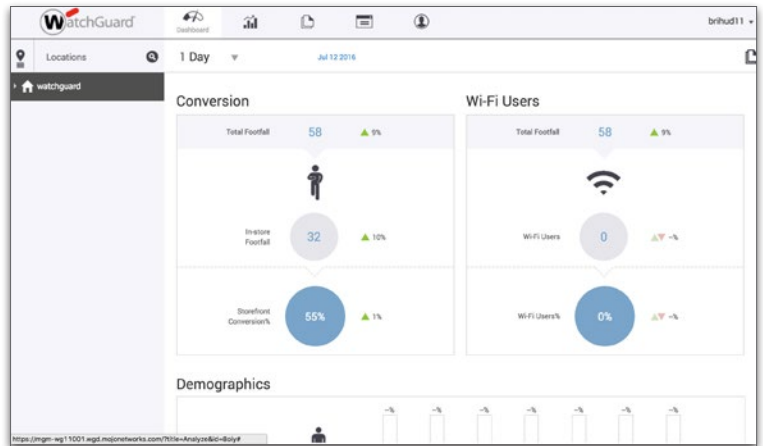
### Reach Out to Mobile Users

Turn your Wi-Fi environment into a potent source of revenue and customer loyalty by leveraging the combined benefits of secure cloud-managed Wi-Fi, captive portal technology, and social media interaction. Use splash pages like the one at right to grab the attention of today's mobile and connected consumers, engage them with videos, polls and surveys, and then take advantage of built-in analytics tools to better understand their habits and preferences.



### Powerful Engagement & Analytics Tools

Gain actionable insights into customers with social login analytics. In combination with the social Wi-Fi features, data can be used to analyze demographic information including gender, age, and customer buying tendencies. Wi-Fi device location, customer dwell time, footfall, and new vs. repeat users can be captured with zone-based analytics. Dashboards and reports allow administrators to quickly view analytics at all levels, from the highest to the most granular view, across time segments and location groups – and there are no hidden third-party costs.



### Find out more

WatchGuard has the industry's largest network of value-added resellers and service providers. To get started, visit our website to find the best partner for your business, or opt to contact us directly and we will answer any questions you may have and get you set up with the perfect partner for your requirements.

- Browse our Partner network: [findpartner.watchguard.com](http://findpartner.watchguard.com)
- Speak with a WatchGuard security specialist: [www.watchguard.com/wgrd-sales/emailus](http://www.watchguard.com/wgrd-sales/emailus)

### About WatchGuard

WatchGuard® Technologies, Inc. is a global leader in network security, providing best-in-class Unified Threat Management, Next Generation Firewall, secure Wi-Fi, and network intelligence products and services to more than 80,000 customers worldwide. The company's mission is to make enterprise-grade security accessible to companies of all types and sizes through simplicity, making WatchGuard an ideal solution for distributed enterprises and SMBs. WatchGuard is headquartered in Seattle, Washington, with offices throughout North America, Europe, Asia Pacific, and Latin America. To learn more, visit [watchguard.com](http://watchguard.com).