

hotspot /
public wLAN

hp mobile solutions hotspot/public wLAN framework

develop new revenue sources with mobile high-speed access to the Internet

Venue owners, such as hotels, café chains and airports, can differentiate themselves by offering new services and building new revenue streams, getting closer to their customers and even gaining from highly localised advertising and commerce revenues by deploying hotspots/public wLANs.

The venue owner can choose to build and operate their own hotspot/public wLAN, or preferably they will cooperate with a service provider.

HP believes there are three major issues that need to be addressed in order to deploy hotspot/public wLAN services:

1. a hotspot management solution, which enables multiple business models for a service provider towards venue owners
2. an infrastructure architecture, which enables secure and reliable access for both public users and venue employees
3. identification and justification of the return of investment they will achieve with the wireless enablement investment

HP has all the ingredients to address these issues and turn mobility into reality for service providers worldwide. The **hotspot/public wLAN framework** can dramatically accelerate deployment, lower costs and raise ROI for service providers as well as for venue owners.

hotspot/public wLAN framework

HP's hotspot/public wLAN framework is an end-to-end solution for service providers and includes; **Mobile access devices**, including laptops and the award-winning iPAQ Pocket PC, providing secure wireless-ready access. **Industry-standard servers**, delivering the reliability, scalability and manageability needed to support mobile applications. **Wireless LAN implementation**, including access points, antennas, security, network integration and ongoing management.

Enabling software and wireless applications from partners around the globe, handling billing, access, authentication and authorization. **Subscription services** through key partners that enable you to offer customers public wireless access subscription services.

Consulting and integration services to support every facet of your approach to public wireless access, including wireless networks, applications, servers and access devices throughout the solutions lifecycle, from assessment and design to solution integration, staging and deployment. **Support services** to provide round-the-clock, round-the-globe support for mobile platforms and applications. **Managed Services** based on a fixed per-month cost for a range of services – from targeted help desk support to complete outsourcing services, as well as product replacement and technology refresh. **Financial Services** that offer innovative technology leasing and financial asset management solutions, so you can become a hotspot service provider without a major upfront capital investment.



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for further
information please
refer to your local
sales contact

how to get started

With the **trialpackage** for Managed Hotspot Service we offer service providers the opportunity to test and evaluate a hotspot/public wLAN solution before commercial deployment. The low cost and swift implementation enables service providers or venue owners worldwide to understand the implications and benefits of a full rollout—without the risk.

The main objective of the **trialpackage** is to give the service provider:

- a test period for marketing and concept development
- a test period for creation of suitable business models
- hands-on user experience
- hands-on technical experience

The trialpackage includes full operation and managed services of the hotspot management system, including credit card payment solution, password and username accounts, wLAN and Bluetooth infrastructure and installation services.

The trialpackage for a hotspot/public wLAN costs less than €20 000 and the trial period is typically set to 60 days.

The end-to-end solution eliminates the need for scarce internal resources to coordinate and manage a range of vendors. HP could act as the 'general contractor' from implementation to support.

Solution benefits

- central management and operation of hotspot/public wLAN management system
- allowing multiple business models and billing options
- ready made APIs for integration towards billing and CRM systems
- system architecture which allows the venue owner to use the infrastructure for internal use
- global support and installation services



proven partnerships

HP has established key alliances with industry-leading partners to provide pre-integrated, end-to-end mobile solutions that can be deployed both efficiently and effectively.

All of hp's mobile end-to-end solution knowledge and experience is available to you at the HP Wireless Center in Stockholm.

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