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WI-FI: POWERING INNOVATION SERIES

Creating new possibilities in a virtual society

Join us for a series of exclusive webinars featuring top executives from the Wi-Fi industry

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19 OCT 2021 – 15:30 CET

Wi-Fi: Enabling the Smart Connected Enterprise

Creating new possibilities in a virtual society

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Introduction & Welcome

STEVE NAMASEEVAYUM

DIRECTOR, MEMBERSHIP & INDUSTRY ENGAGEMENT

Wireless Broadband Alliance





Thank you to our Sponsors



Wi-Fi Powering Innovation Series

Full Program Agenda

September 28th & 29th – WBA Members Only Working Sessions

September 30th – WBA Members Only Working Sessions: Briefing for Asia-based members

WI-FI POWERING INNOVATION SERIES: 06:30 PT; 09:30 ET; 15:30 CET; 23:30 Singapore

**Tuesday
October 5th**

**Wi-Fi Leadership
Conference
&
WBA Industry Awards
2021**

**Thursday
October 7th**

**Wi-Fi: Public and Private
Networks and
Convergence with 5G**

**Tuesday
October 19th**

**Wi-Fi: Enabling the Smart
Connected Enterprise**

**Thursday
October 21st**

**Innovation for Service
Providers, Cities and
Venues with Public and
Guest Wi-Fi**



Wi-Fi: Enabling the Smart Connected Enterprise

OCTOBER 19, 2021



Steve Namaseevayum

Wireless Broadband Alliance



Anthony Fontivero

London Stadium



Simon Vaughan

GlobalReach Technology



Massimo Mazzeo Ocello

CommScope RUCKUS



Yang Jie

Huawei Technologies



Seemab Kadri

Intel Corporation



Bruno Tomás

Wireless Broadband Alliance



Wi-Fi: Enabling the Smart Connected Enterprise

TODAY'S AGENDA

15:30pm (CET)	Introduction & Welcome Steve Namaseevayum, Director of Membership & Industry Alliances, Wireless Broadband Alliance.
15:35pm (CET)	Challenges and Opportunities for Smart Connectivity within the Stadium Environment Anthony Fontivero, IT Technical Lead, London Stadium
15:55pm (CET)	Changing Customer Relationship with Enterprise-Grade Connectivity Simon Vaughan, Chief Commercial Officer, GlobalReach Technology
16:15pm (CET)	Unfailing Wi-Fi6 connects America's Cup Italian team on land, sea and air – Luna Rossa Prada Pirelli Massimo Mazzeo Ocello, VP, Global Systems Engineering, CommScope RUCKUS
16:35pm (CET)	Wi-Fi 6 Advanced, Powering Speedy, Stable, and Smart Wireless Production Networks Yang Jie, Vice President, Campus Network Domain, Huawei Technologies
16:55pm (CET)	Wireless transformation for smart enterprises Seemab Kadri, Director, Strategic Partnerships and Marketing, Wireless Solutions, Intel Corporation
17:15pm (CET)	WBA Vision and Roadmap for 2022+ Bruno Tomás, Director of Programs, Wireless Broadband Alliance.
17:35pm (CET)	Close Steve Namaseevayum, Director of Membership & Industry Alliances, Wireless Broadband Alliance.



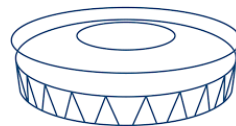
Challenges and Opportunities for Smart Connectivity within the Stadium Environment

ANTHONY FONTIVERO

IT TECHNICAL LEAD

London Stadium

LONDON
STADIUM



London Stadium

Challenges & opportunities for smart connectivity within a stadium environment



LONDON
STADIUM





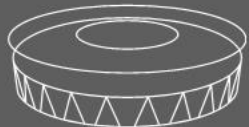
60,000 seats
80,000 capacity



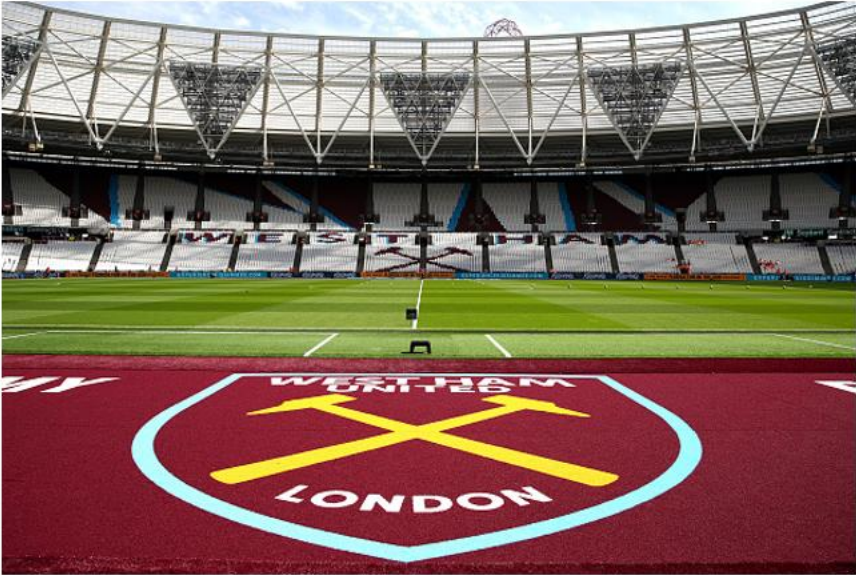
Hospitality lounges & executive boxes
with a combined capacity of 3600



Longest cantilevered
roof in the world



Events



Goals

- Seamless user experience
 - Commercial benefits
 - Operational usage
- Enhanced capabilities for stakeholders



Infrastructure



2x 10GB fibre lines

Cisco High-Density WiFi

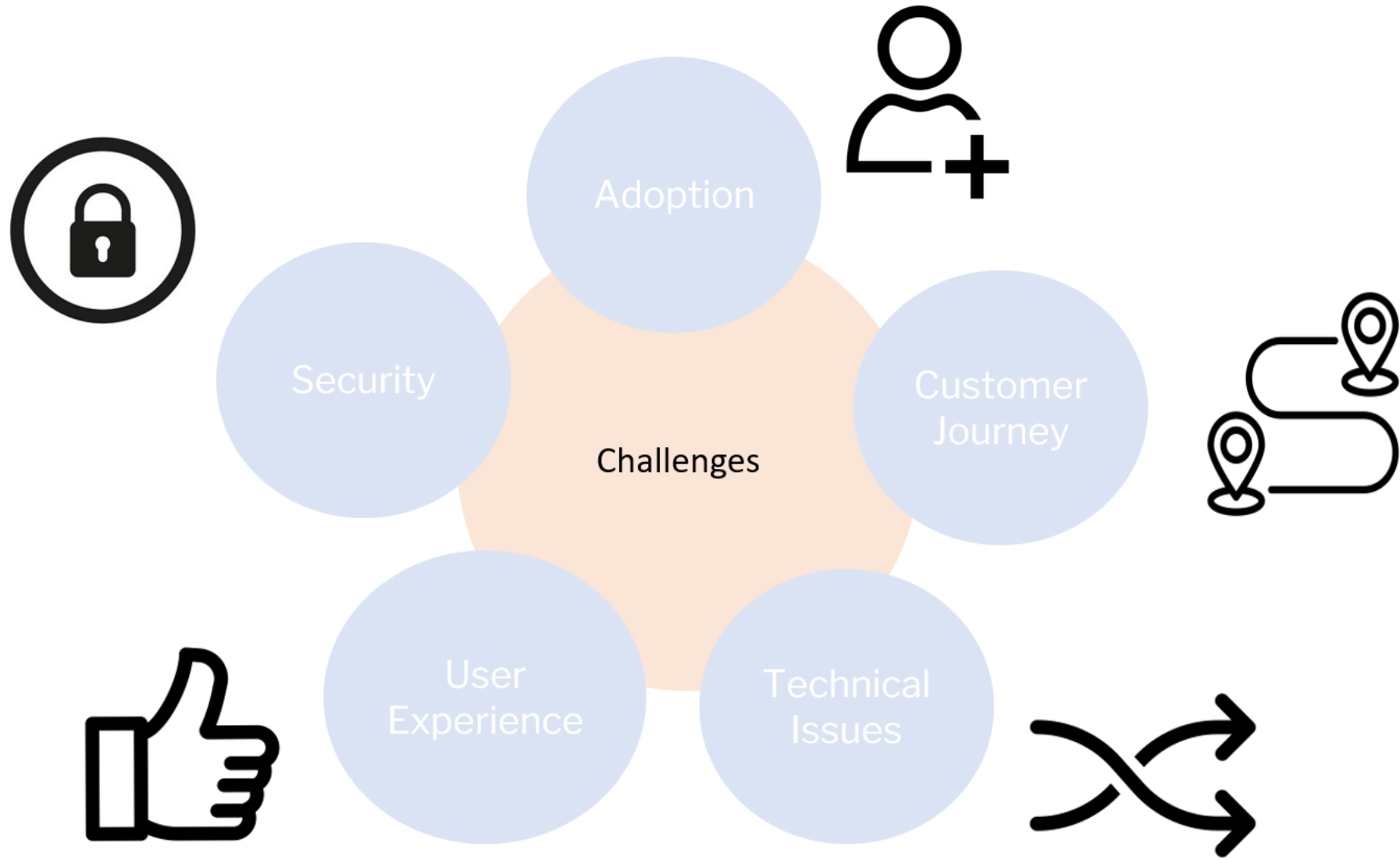
 **DNA Spaces**



LONDON STADIUM



Challenges



JOIN OUR FREE STADIUM WIFI



**STAY
CONNECTED
AT LONDON
STADIUM**

LONDON
STADIUM



**LONDON
STADIUM**



JOIN OUR FREE STADIUM WIFI

A woman in a green jacket is taking a photo of a stadium. The background is a blurred view of the stadium. A Wi-Fi icon is visible in the upper right corner of the image.

**JOIN OUR
FREE
HIGH SPEED
WIFI**

LONDON
STADIUM



**LONDON
STADIUM**



SEARCH FOR LS FREE WIFI AND CONNECT NOW

**'LS FREE
WIFI'**

LONDON
STADIUM



LONDON
STADIUM



Opportunities

Integration



App SDK

Carrier-offload

User experience



Location based portals

Seamless connectivity across the venue

Operational



Domain access

Live streaming bodycams

Versatile control

ROI



Captive portal platform advertising

Granular insights



London
Stadium

Thank you



LONDON
STADIUM





Changing Customer Relationships with Enterprise-Grade Connectivity

SIMON VAUGHAN

CHIEF COMMERCIAL OFFICER

GlobalReach Technology





Changing Customer Relationships with Enterprise-Grade Connectivity

Simon Vaughan, Chief Commercial Officer

19 October 2021



**“Every day is Christmas
Day”**

CHANGING CUSTOMER USE CASES: ENTERPRISE



**DISTANCE
LEARNING**



TELECOMMUTING



TELEPRESENCE

DISTANCE LEARNING

- Often only link between student & teacher
- Local community use of public Wi-Fi where no home access
- Ability to support remote learning on the move
- Provision of an environment to study
- Bandwidth to support uninterrupted streaming, video calls, learning apps



TELECOMMUTING

- Wi-Fi is still the key technology enabling telecommuting
- Wi-Fi an expected part of digital infrastructure
- Demand for connectivity in more places
- Demand for parity with home performance



TELEPRESENCE

- Complete infrastructure of:
 - Mobile devices
 - Wireless networks
 - Mobile video conferencing
- High-performance services
- Capability to support high volume streaming, media & real-time collaboration



USE CASE: RAIL

“It’s revolutionised the way people interact with station environments”

- Enhanced station experience
- Community & student support
- ‘Station-as-destination’
- Longer dwell time
- Appreciation of station environments
- Enjoyment of architectural heritage



USE CASE: RETAIL MALLS

- Customer understanding, store planning & wayfinding to combat shopping fatigue
- Wi-Fi provides route back to engage with the customer
- Stores-as-showrooms
- Bridge between bricks & mortar & experiential shopping, VR experiences etc.



USE CASE: CONNECTED PLACES

- Digital inclusion & enfranchisement
- Support for local communities
- Digital business enablement for outdoor traders
- Digitisation of historic & important amenities like street markets
- Stimulate economic growth & 'reopen' city centres



FAST & SECURE



**UP/DOWNLOAD
SPEEDS**



PASSPOINT



**ENCRYPTED
PUBLIC WI-FI**



WI-FI 6



**HIGH
RELIABILITY**



**IDENTITY
VERIFICATION**

A panoramic view of the London skyline featuring the Tower Bridge on the left, the Shard skyscraper in the center, and the Gherkin skyscraper on the right, all situated along the River Thames. A semi-transparent blue banner is overlaid across the middle of the image.

 globalreach

simon.vaughan@globalreachtch.com | + 44 20 7831 5630



Unfailing Wi-Fi6 Connects America's Cup Italian team on Land, Sea and Air – Luna Rossa Prada Pirelli

MASSIMO MAZZEO OCELLO

VP, GLOBAL SYSTEMS ENGINEERING

CommScope RUCKUS

COMMScope®
RUCKUS®

COMMSCOPE®
RUCKUS®

Lunarossa Challenge

Massimo Mazzeo, VP Global Systems Engineering

October 2021





*“Is Wi-Fi
GOOD ENOUGH
for mission critical applications?”*

What Makes A Deployment “*CHALLENGING*”?



Complex RF Conditions



High Number Of Client Devices
And Their Variety



Requirement For Very Low Latency And
Delay As Well As High Bandwidth



Mission-critical Application Not
Tolerating The Minimum Downtime



Connecting (Smart) People To
(Less-smart) Things



Complex Nature Of The Site And The
Available Infrastructure



Mixing Up Untrusted Users With Trusted
Ones In A Very IP-sensitive Environment

**Deploy
everything
in one place,
and then...**

Put it on a
HUGE
Antonov...

ANTONOV
INTERNATIONAL CARGO
TRANSPORTER

Phone: +38 (044) 454-28-00
Fax: +38 (044) 454-28-03
E-mail: sales@antonov.kiev.ua

and rebuild it on the
other side of the
world!!!





We wanted it challenging so
***WE LOOKED FOR THE
MOST CHALLENGING ONE!***

Luna Rossa Prada Pirelli's *NEEDS*



- Connecting sensors and mobile devices on the boat to support telemetry, navigation, racing software and boat's control systems
- Connecting the racing boat to the chase boat to exchange big data for monitoring and simulator validation
- Offload data from the boats to the ground

ON THE GROUND

- Corporate network for employees and guests
- Indoor and Outdoor deployments
- Deployment of AP even where no infrastructure was present
- Relocation from Italy to New Zealand at race time
- Highest security standards
- Bulletproof isolation between trusted employee access and guest one to protect IP

But *WHY* Was It Challenging?



- Marine environment is not the best for RF
- Amount of metal and carbon parts
- Connecting two boats sailing at 50 knots in rough waters with ultra-stable data flow
- Switching from racing to training mode
- Seamless and quick connection to ground once docked
- Ad-hoc onboard protocols with strict latency requirements



- Employees exchanging high volumes of traffic for complex tasks
- High density during public events
- Outdoor locations with no infrastructure
- Relocation from Italy to New Zealand
- IT security and protection of IP
- Guest access, secure but easy

The Solution In *4 Points*

Capacity &
Performance



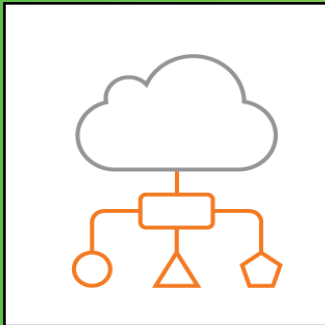
**RUCKUS® WiFi 6 Technology
(with Mesh and PtMP)**

Performance &
Service Level
Monitoring



**RUCKUS®
Analytics**

Flexible
Management



**RUCKUS®Cloud &
RUCKUS®SmartZone (on-prem)**

Secure Guest &
Staff Onboarding



**RUCKUS®
CloudPath®**

RUCKUS® WiFi 6 Technology

- Network access at the base for employees & guest
- Dockyard coverage for R&D, and boat operations
- Mesh Technology for locations with no infrastructure (docks) and to connect the boat network to the ground
- PtMP solution to connect the racing boat with the chase boat during training sessions on sea



RUCKUS® SZ & CLOUD

Unified Wired And Wireless Management

- Single-pane management from anywhere
- Unlimited scalability for 10 sites or 10,000

High Performance Networking

- Industry-best Wi-Fi and multigigabit edge-to-core switching

RESTful APIs

- Easy automation via scripting languages

Seamless migration of architecture

- From on-premise to private cloud to public cloud seamlessly



AI-ENABLED NETWORK MANAGEMENT ON-PREMISE OR AS-A-SERVICE PLATFORM



RUCKUS® ANALYTICS

Incident Analytics

- ML-driven root cause analysis & remediation
- AI-driven severity classification

Network Health Monitoring

- Create & monitor SLA categories and thresholds

Client Troubleshooting

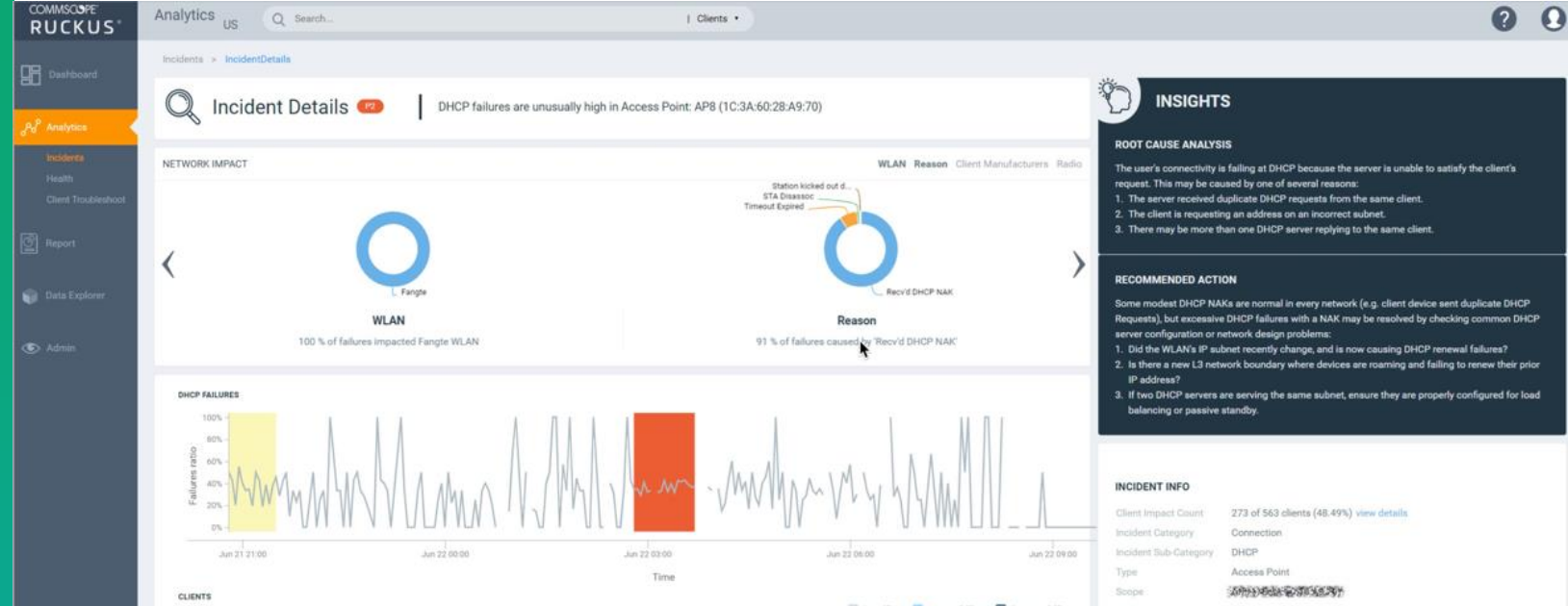
- Granular client connection diagnostics and event correlation

Data Explorer

- Customizable visualization for 12 months of historical data

Reporting

- Curated reports for 12 months of historical data



RUCKUS® NETWORK-WIDE VISIBILITY & INTELLIGENCE | ASSURANCE



RUCKUS® CLOUDPATH® ENROLLMENT SYSTEM

Secure Connectivity

- Encryption for wireless data, security posture check and more

Self-service network onboarding

- Intuitive self-service workflows streamlines network access for BYOD and guest users

Policy-based network access

- Users get only the level of access appropriate to their role

Certificate management

- Support for authentication, authorization and accounting (AAA) via digital certificates

Integration via APIs

- Integration with 3rd-party and homegrown applications via API



**SECURE NETWORK ACCESS FOR
BYOD, GUEST USERS AND IT-OWNED DEVICES**

now meets next

Thank you

Massimo Mazzeo

massimo.mazzeo@commscope.com



Wi-Fi 6 Advanced, Powering Speedy, Stable, and Smart Wireless Production Networks

YANG JIE

VICE PRESIDENT, CAMPUS NETWORK DOMAIN

Huawei Technologies



Wi-Fi 6 Advanced, Powering Speedy, Stable, and Smart Wireless Production _____ Networks

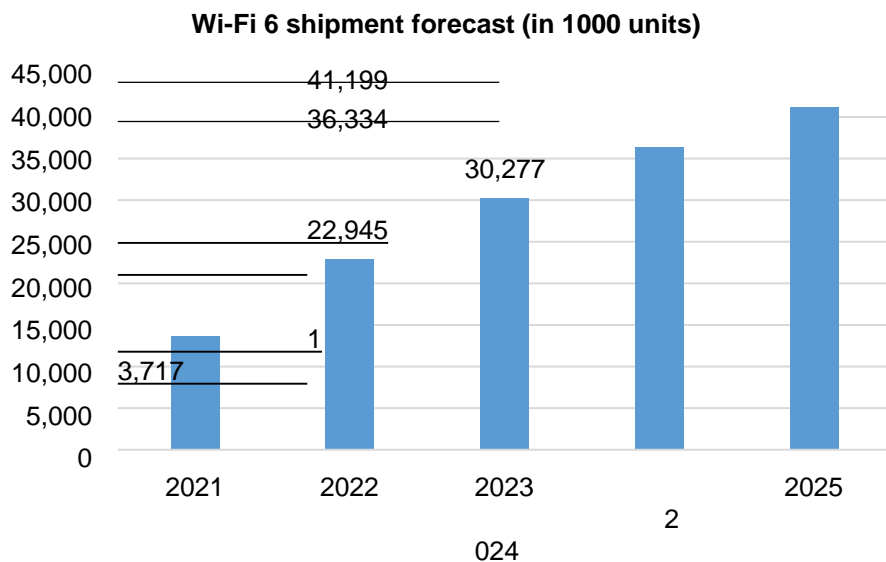
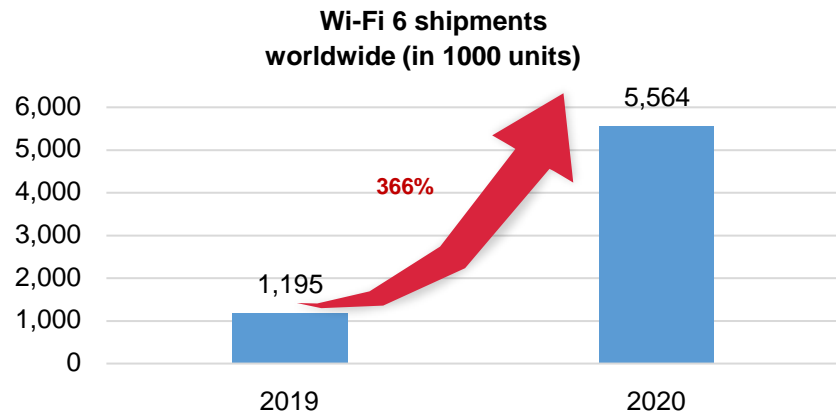
Yang Jie

Vice President

Campus Network Domain, Huawei



In Commercial Use for Three Years, Wi-Fi 6 Is Developing at an Unprecedented Speed and Redefining Numerous Industries



Large enterprise

Fully-wireless office
Wireless campus



Education

AR/VR teaching
Wireless multimedia teaching



Retailers

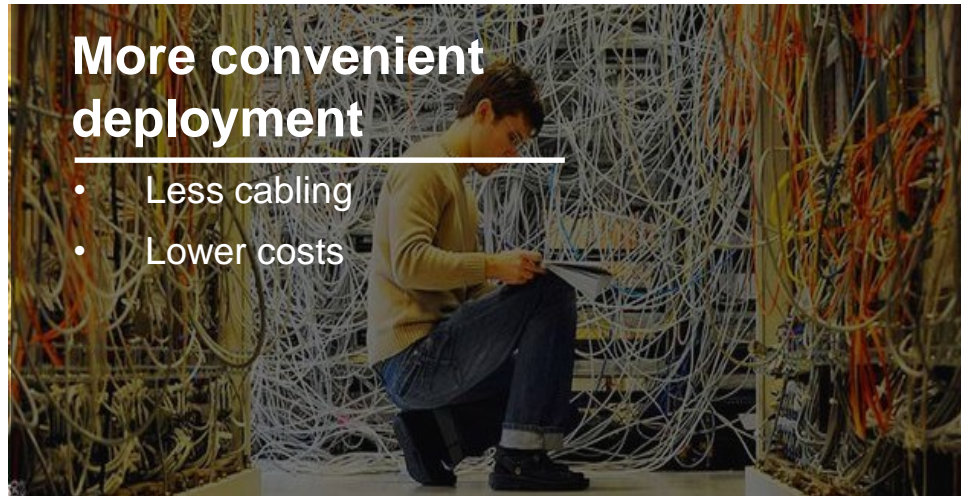
Electronic shelf label
Mobile payment
Self-service checkout

Wireless Communications Enables "Game Changers" for Smart Manufacturing



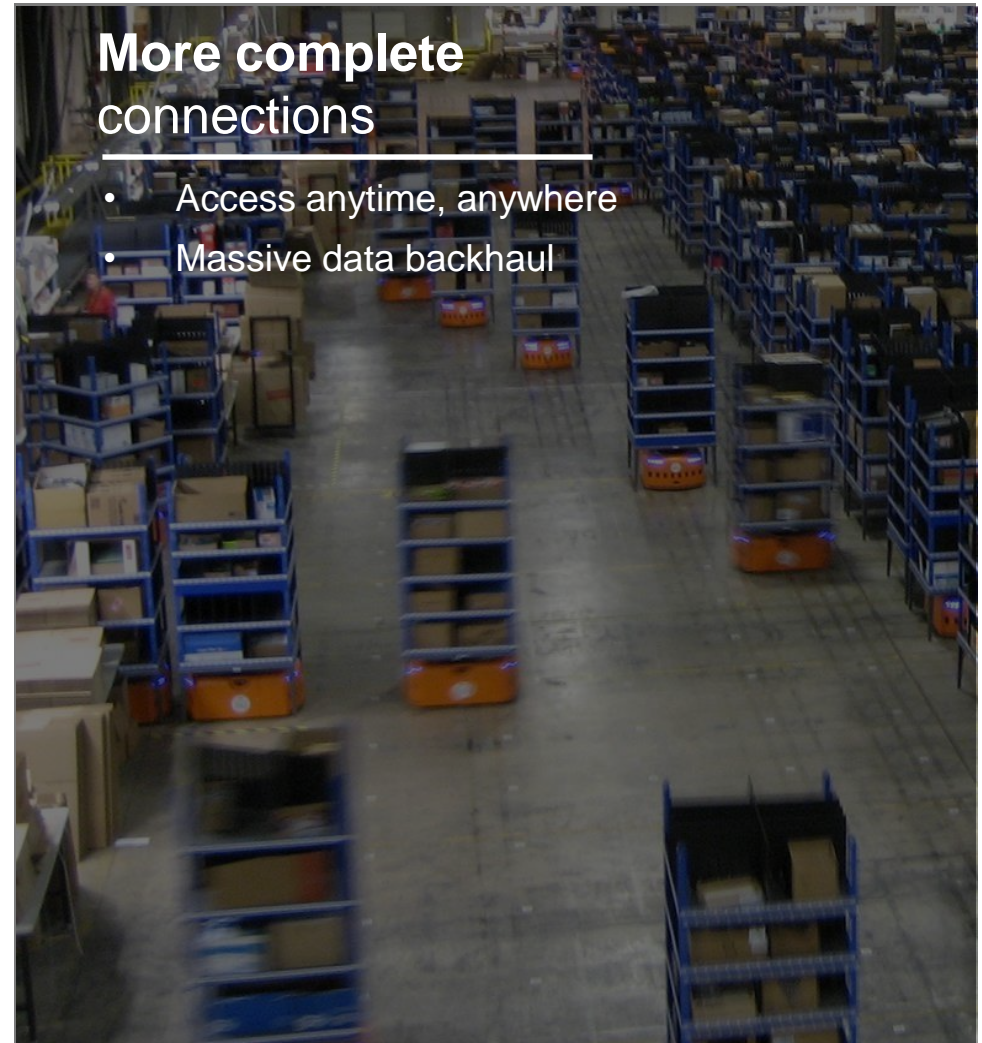
More flexible production

- High production line flexibility
- Rapid production line reconstruction



More convenient deployment

- Less cabling
- Lower costs



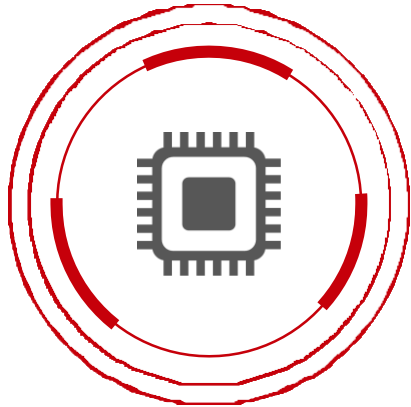
More complete connections

- Access anytime, anywhere
- Massive data backhaul

Smart Manufacturing Has Diversified Requirements, and Wi-Fi 6 Should Constantly Evolve to Keep Up

Unstaffed operations

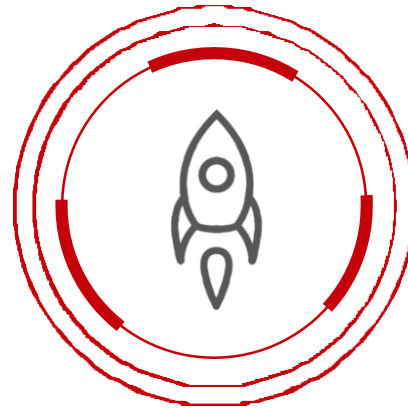
- PLC cloud-based control
- Remote mechanical control



Latency: **10 ms**
Reliability: **99.999%**

Unstaffed plants

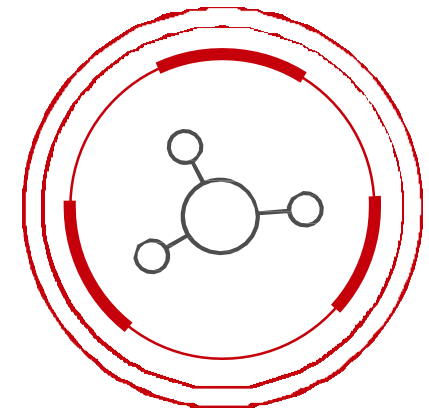
- Intelligent vehicle training: TB-level data backhaul
- Machine vision: GB-level data backhaul



Continuous networking bandwidth:
1-2 Gbps

Intelligent equipment

- Personnel and equipment positioning
- IoT edge control

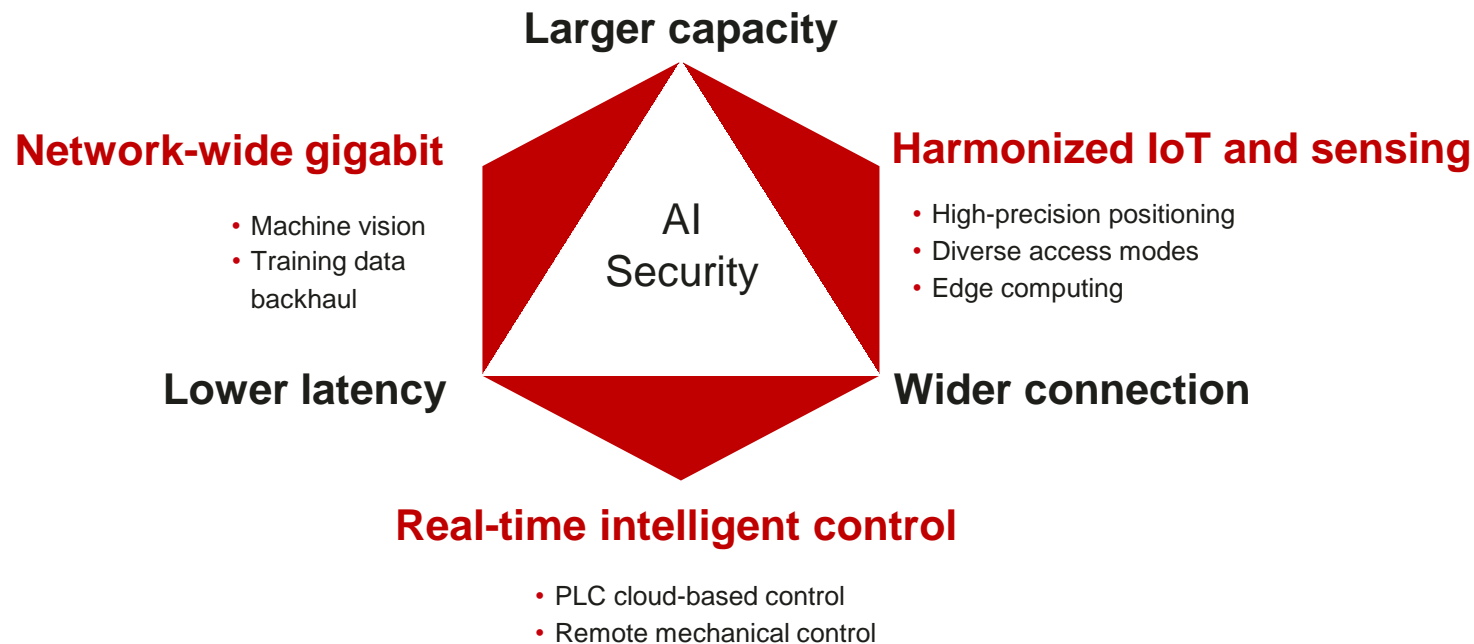


Flexible IoT applications
Diverse connection modes
Edge computing

Looking Ahead, It's the Time to Take Wi-Fi 6 to the Next Level

Wi-Fi 6 **Advanced**

Powering speedy, stable, and smart wireless production networks



Network-wide gigabit, Accelerating Wireless Upgrade Across Industries

Continuous networking
Network-wide **gigabit**
2x link rate

Wi-Fi 6E AP

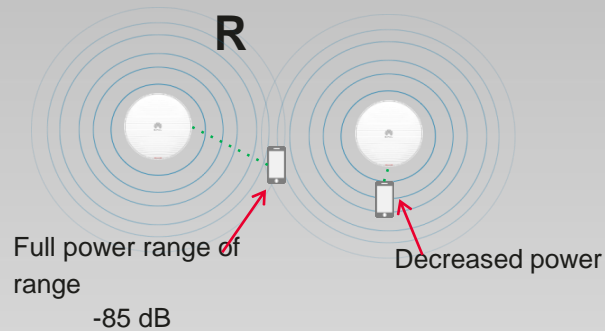


160 MHz
continuous networking

Dynamic-zoom smart antenna

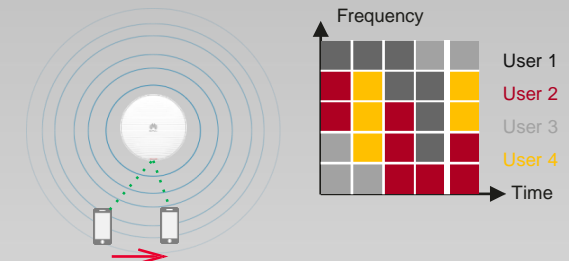
20% ↑
Flexibly adapting to omnidirectional
and high-density environments

CoS R



15% ↑
downlink rate

Fluent-MIMO



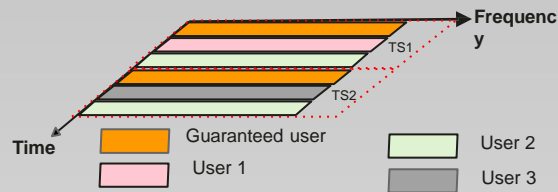
20% ↑
concurrency rate

Real-Time Intelligent Control, Making Unmanned Operations Possible

Continuous networking

99.999% @
10 ms

Air interface slicing



Reliability @ Latency

99.999% @ 10 ms

Dual-fed and selective receiving

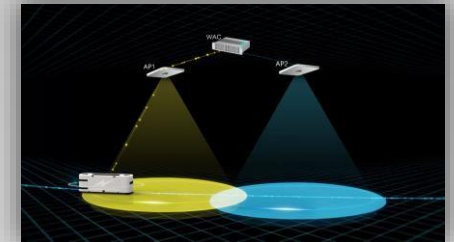
Radio A

Radio B

Reliability

99.999%

Lossless roaming



Zero service packet loss

10 ms handover time

Harmonized IoT and Sensing, Makes work more efficient, simpler, and safer

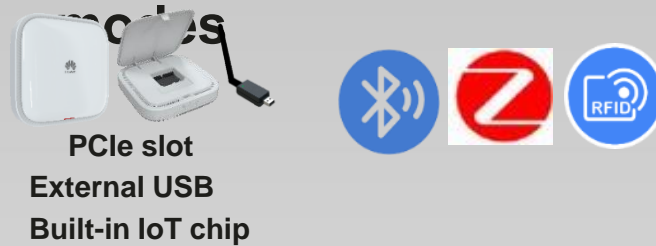
Wi-Fi and IoT convergence

Online **0** waiting
0 access risk

SD-IoT



Diverse access modes



Secure and insensitive



- ✓ UWB positioning
- ✓ Asset management
- ✓ ESL

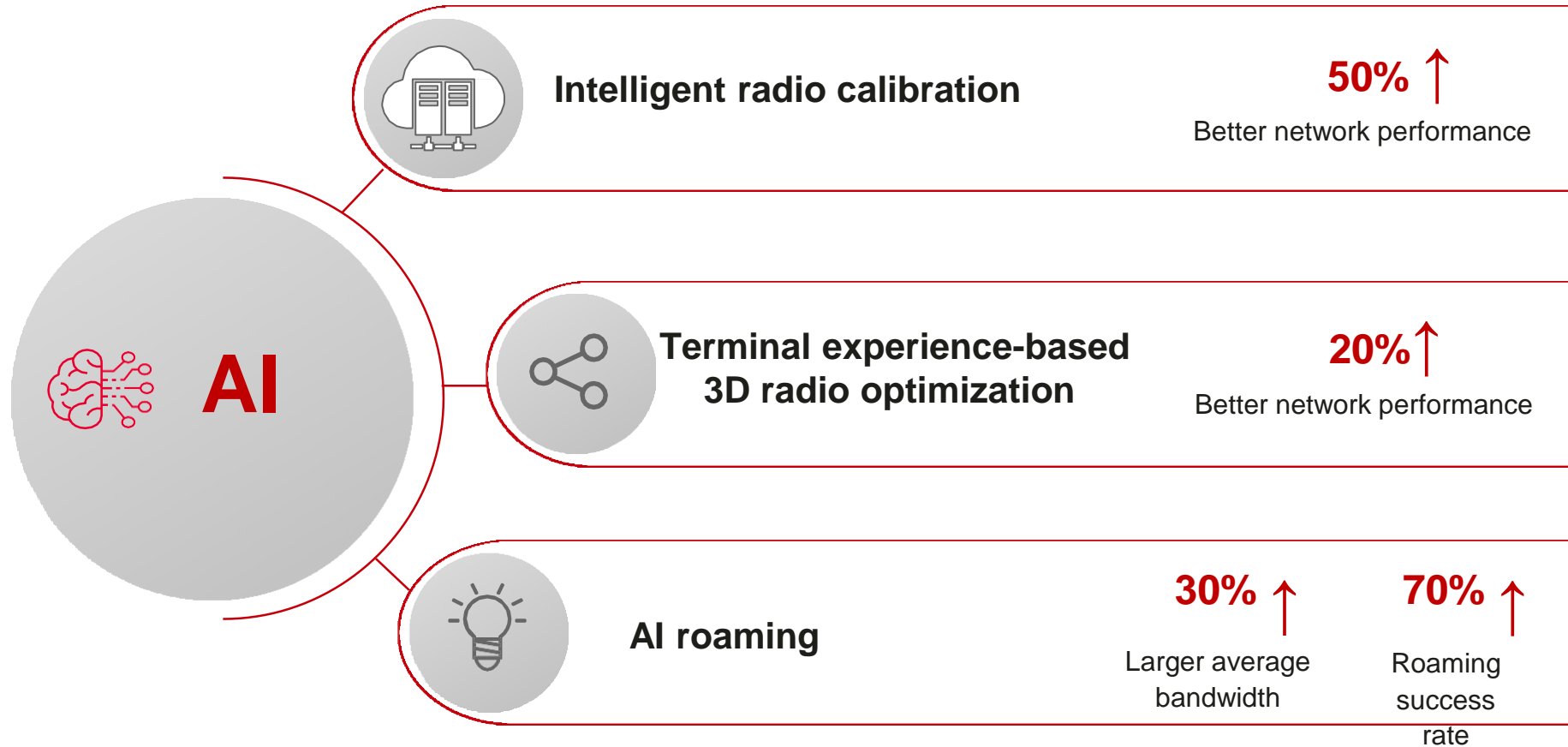


- ✓ Personnel positioning
- ✓ Barcode scanner

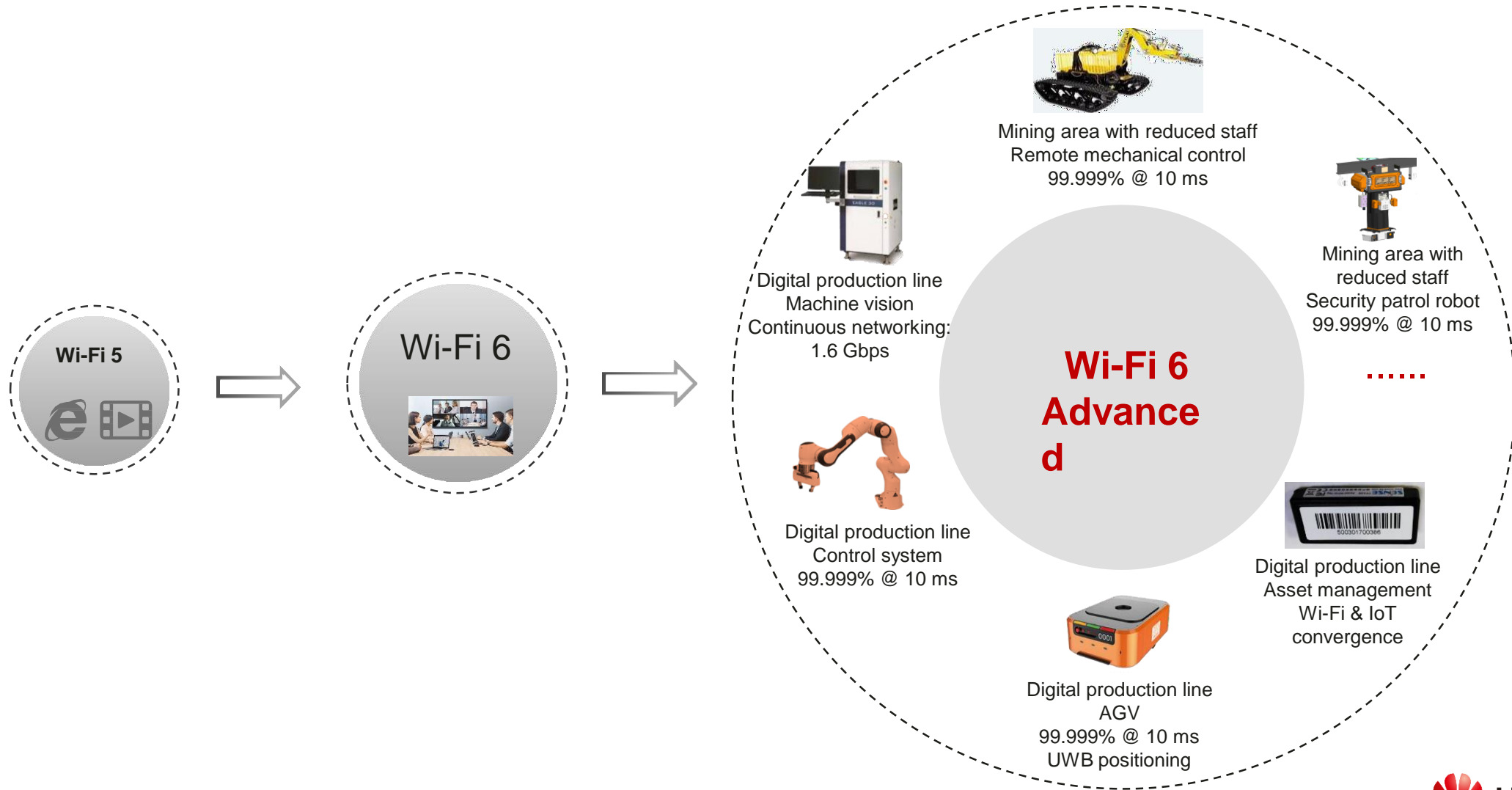


- ✓ Environmental monitoring sensor

AI Empowers Fully Wireless Networks with Always-On Best State



Wi-Fi 6 Advanced, Powering Speedy, Stable, and Smart Wireless Production Networks



Thank you.

把数字世界带入每个人、每个家庭、
每个组织，构建万物互联的智能世界。

Bring digital to every person, home and
organization for a fully connected,
intelligent world.

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Wireless Transformation for Smart Enterprises

SEEMAB KADRI

DIRECTOR, STRATEGIC PARTNERSHIPS AND MARKETING, WIRELESS SOLUTIONS

Intel Corporation



Wireless Global Congress (Oct 2021)

WIRELESS TRANSFORMATION FOR ~~SMART~~ **EVERY** ENTERPRISE

Seemab Kadri

Director of Strategic Partnerships, Wireless Solutions Group

Intel Corporation

(seemab.kadri@intel.com)

MEGATRENDS THAT IMPACT ENTERPRISES

Classic



Hybrid work model



Commercial



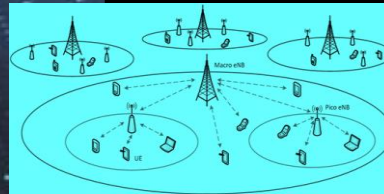
Modernized workplace



Cloudification of data, compute and services



Heterogenous public and private networks



Institutional



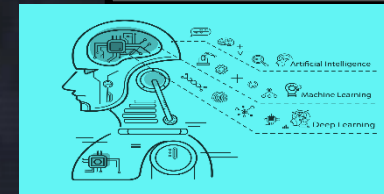
IOT and Robotics



Industrial



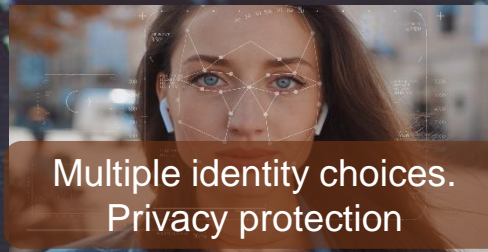
Artificial Intelligence and Machine Learning



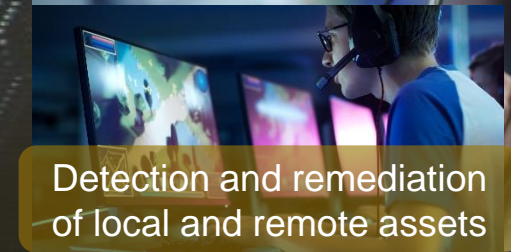
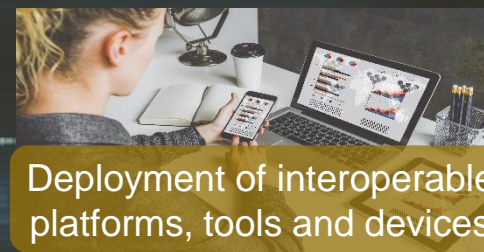
Advancements in technology and tools, revolution of work culture, and potential for cost savings are shifting the paradigm of how business gets conducted in every segment

WIRELESS RELATED USAGES

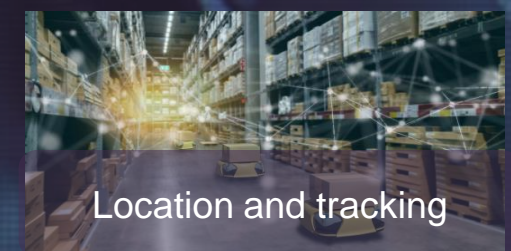
UX



Manageability



Data



Heavy dependency on wireless for key use cases that are critical for enterprises

LETS TAKE A LIVE POLL !

Where is the perceived need?

*For me to be more effective with my productivity tasks (office, business, school, etc), **I need improved connectivity at :***

- Home*
- Workplace*
- Public places (malls, coffee shops, hotels, airports, etc)*
- Nowhere ...I have what I need to do my best*

(Select one or multiple applicable choice, and submit)

TRANSFORMING EXPECTATIONS FROM WIRELESS

Available

- Connect from anywhere anytime. Access resources not just from workplace.
- High coverage and resiliency. No gaps or weak spots.
- Mix of wireless tech that works cohesively with one another.

Secure

- Shield corp and user assets from sniffing / hacking everywhere.
- Guard privacy while supporting multiple identities per user per device
- Provide data protection from attacks and leaks.

Performant

- High capacity to support concurrent devices running bw hungry apps
- End-to-end low latency for virtual collaboration, AR/VR and IOT
- Real-time tuned QoS SLA per connection

Extensive

- High accuracy location for indoor outdoor scenarios
- Enable gesture and proximity sensing for simple touch-free interactions
- Provide connection health insights and device telemetry

Wireless tech needs to deliver to next gen use-cases for connectivity and more. Rapid adoption and deployment of technology is as important as its creation and availability.

RESULTS OF THE POLL



What Say You

INTEL'S WIRELESS ECOSYSTEM

Standards and Industry



Define

Products and Services



Create

Partners



Deliver

Enterprise Segments

Ongoing innovation in tech and biz models is needed to deliver to the vision of smart enterprises. Collaborate with us on shaping the future of wireless! - seemab.kadri@intel.com

The Intel logo is centered on the page. It features the word "intel" in a white, lowercase, sans-serif font. A small blue square is positioned above the letter "i". To the right of the word "intel" is a registered trademark symbol (®). The background is a dark blue, abstract pattern of glowing lines and shapes, resembling a circuit board or a data network.

intel®

Thank You!



WBA Vision and Roadmap 2022+

BRUNO TOMÁS

DIRECTOR OF PROGRAMS

Wireless Broadband Alliance





WBA VISION AND ROADMAP FOR 2022+

Bruno Tomas, Director Programs/PMO

WBA TECHNICAL ROADMAP – IMPACT ON ENTERPRISE

Lead the development of **“Seamless and interoperable services experience on Wi-Fi within the global wireless ecosystem”**



5G
Work Group

Leading Wi-Fi and 5G RAN
Convergence



IoT
Work Group

Augmenting Wi-Fi
role in IoT



NextGen
Work Group

Fast-tracking Wi-Fi
deployments for operators



Roaming
Work Group

Incubating new business
opportunities



Testing & Interop
Work Group

Achieving interoperable
Wi-Fi services



WBA WORK GROUPS

WBA OpenRoaming™
Task Group

Development of standards, federation
governance and trials

Policy & Regulatory Affairs
Work Group

Industry liaison and advocacy of WBA
global programs

Market
Work Group

Marketing activities and industry
dissemination

Certification
Task Group

Addressing interoperability
to foster adoption

Fast-tracking Wi-Fi 6 (802.11ax) leveraging Carrier-Grade capabilities.

Deliver industry guidelines and end-to-end live trials with multiple ecosystem players.

*Not exhaustive

Latest Projects

I. Enhanced 802.11ax - Overview, Use Cases, Features, 5G Context



II. Wi-Fi 6 Deployment Guidelines & Scenarios



Current Work

Wi-Fi 6 Trials: Real-world end-to-end testing of key features and new services to raise confidence and adoption in the technology

Deployment Scenarios	Use Cases
Enterprise - Industrial 4.0	High-density connectivity / latency
Transportation hub	Improved roaming behavior
Residential/MDU	Multi stream live video monitoring (facilities / campus)
Smart Cities/Rural	Real time energy monitoring
Transportation hub	IoT sensor networks
Public Venues	Ultra-reliable low latency communications / critical sensors
University Campus	Augmented reality for trouble shooting
Stadium	Gaming / Health devices > improved latency for key target
Entertainment	Virtual classroom/venue - UHD video intercampus
Public Wi-Fi	

Next Steps

Wi-Fi 6E global trials:

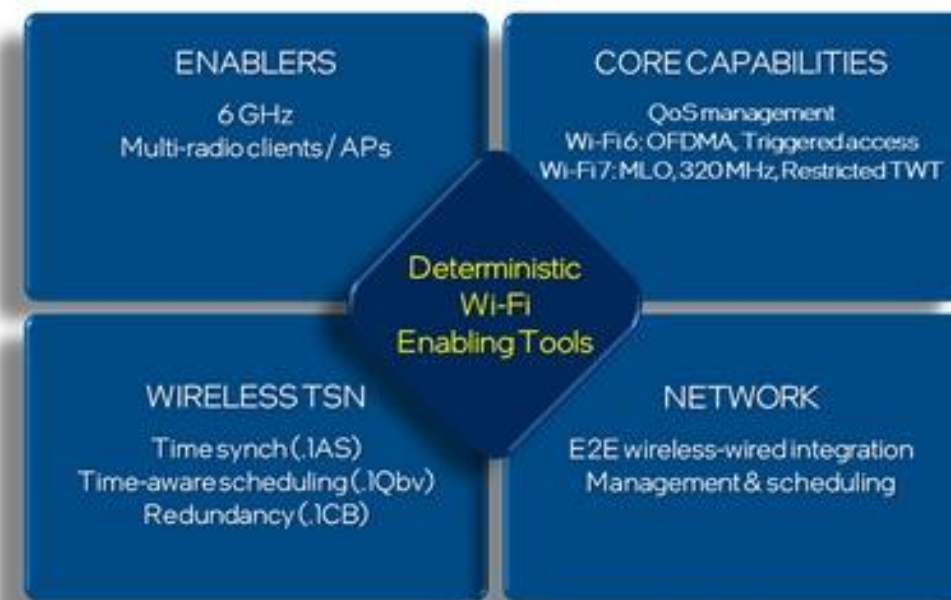
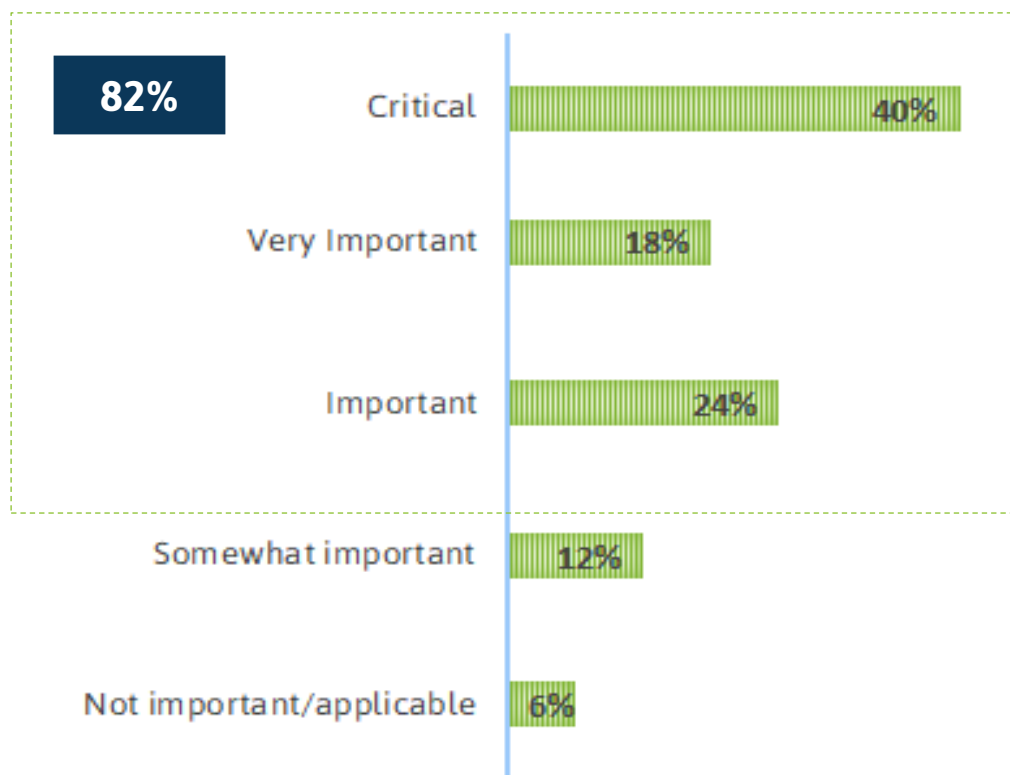
Leveraging most relevant use cases, the “Wi-Fi End-to-end Trials” will confirm this technology evolution is set to deliver systems that are ready to support key 5G requirements

Wi-Fi 6/6E & QoS: Deliver a framework for the technology to act as standalone solution for any service providers. QoS enhanced proofing, distributed QoS

*Leading Members



How important is the availability of additional spectrum on 6GHz to your Wi-Fi business and rollout?



72% indicate most important use case is “no legacy devices affecting airwaves”

Co-Existence mechanism is a must have for 81% of the respondents

77% of respondents want more spectrum for unlicensed

Identifying main convergence and coexistence use cases for 5G & Wi-Fi.

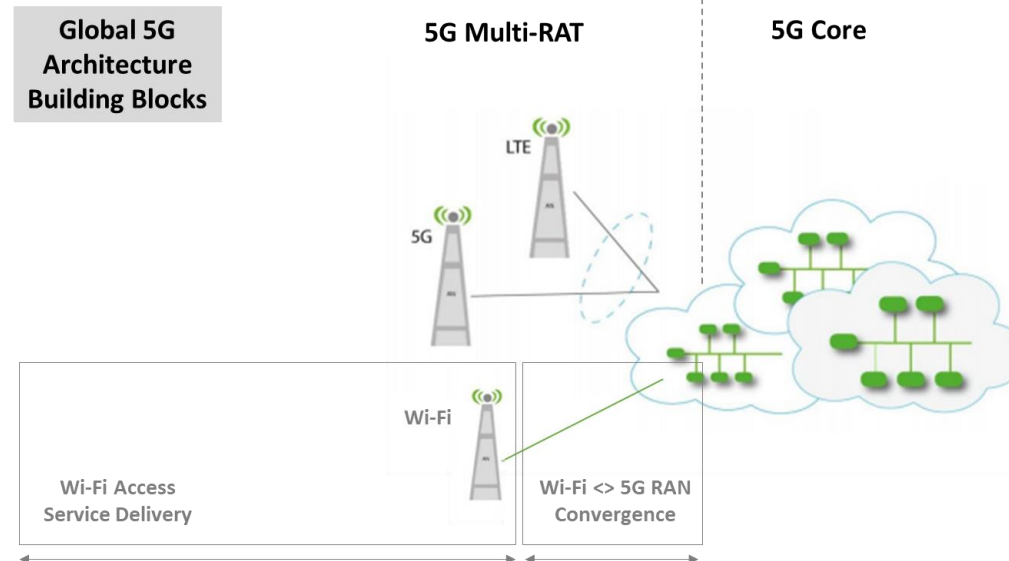
Developing white papers, guidelines, requirements and test plans.

*Not exhaustive

Latest Projects

- 5G Networks** – The Role of Wi-Fi and Unlicensed Technologies
- Network Slicing for 5G** – Wi-Fi Capabilities
- Unlicensed Integration with 5G Networks** – Assessing the approaches on how to integrate Wi-Fi and 5G

Current Work



Addressed Areas

- Multi-Access Edge Computing**
Define a set of services and use cases for Wi-Fi and ensure that the MEC APIs are suitable
- Multi-path Technologies**
Explore new technologies MP-TCP/QUIC and trial the aggregation schemes
- Fixed Wireless Access**
Address possibilities of providing services for specific use cases
- ATSSS, ANDSP**
Proof of concept for new policy mechanisms

*Leading Members



End game: Standardize use cases and identify gaps which need to be addressed to realize convergence between 5G and Wi-Fi



BACKGROUND & INDUSTRY CHALLENGES

- Evaluate potential optimization of 5G and Wi-Fi convergence architecture with collocated deployments of 5G access and Wi-Fi access networks
- Examine management/control for 5G and Wi-Fi access networks and devices from a single management entity for 1) operational benefits and 2) simplify device management
- Identify roaming use cases between 5G and Wi-Fi within and across private 5G networks
- Analyze how the enterprise Wi-Fi segmentation and 5G slicing come together in private network deployments
- Within a 5G context, analyze how managed QoS can be provided over Wi-Fi for Time Sensitive Networking applications

BUSINESS OPPORTUNITIES & BENEFITS

- Analyze business opportunities & challenges for Wi-Fi and 5G convergence in private 5G networks
- Provide deployment guidelines for converged Wi-Fi and 5G deployments in private 5G networks
- Collaborate and liaise with industry standards bodies (3GPP, IEEE, Wi-Fi Alliance, NGMN, GSMA, ETSI)
- Explore potential trials and compliance for Wi-Fi and 5G convergence in private 5G networks

EXPECTED DELIVERABLES

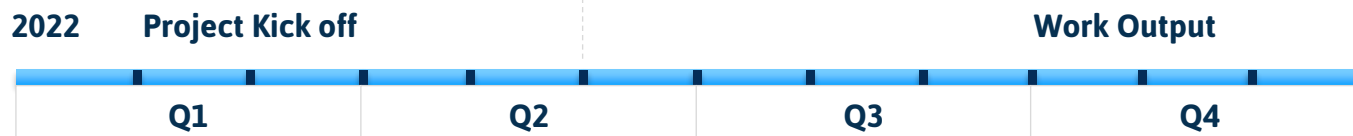
- Address co-existence of MEC (Multi-Access Edge Computing) traffic management and the traffic management (ATSSS) within the 5G Core
- Evaluate if any enhancements are needed to ETSI MEC WLAN APIs or ETSI MEC Location APIs to support Wi-Fi access in private 5G networks
- Address how IEEE 802.1 TSN standards (such as 802.1AS, 802.1Qbv) can be supported over the converged
- Industry guidelines and requirements for optimal deployments

LEADING PARTICIPANTS



RELEVANT PROJECTS

- [Understand more about RAN Convergence](#)
- [RAN Convergence 2020 Whitepaper](#)
- [WBA & NGMN RAN Convergence 2019](#)
- [Unlicensed Integration with 5G Networks](#)



WHAT IS WBA OPENROAMING™?



Cybersecurity Service



Cloud Federation



Network Automation

Seamless and Secure onboarding

- No More SSID-password guessing games, insecure login credentials or reconnecting to public Wi-Fi
- Creating an automatic and secure connected experience on Wi-Fi
- Automatic and secure connection of billions of devices to millions of Wi-Fi networks globally

Improves consumers satisfaction

- No more bill shock with overseas cellular roaming data
- Wi-Fi Roaming/ cellular combined for best coverage and costs options with guest & public Wi-Fi access across the world
- Seamless user experience anytime, anywhere

Industry Impact

- Defines industry policy & standards for all players in the Wi-Fi ecosystem to join and develop their Wi-Fi services
- Grow your business opportunities with Wi-Fi roaming & offload
- Prepare your Wi-Fi network for convergence with 5G



Wi-Fi



Home



Cellular



Driving



Wi-Fi



Office



Cellular



Schools & Universities



Wi-Fi



Coffee-shops, restaurants



Cellular



Stadiums



Wi-Fi



Hotel, malls, retail



Cellular



Hospitals & Healthcare



Wi-Fi



Inflight

Across cities



Cellular



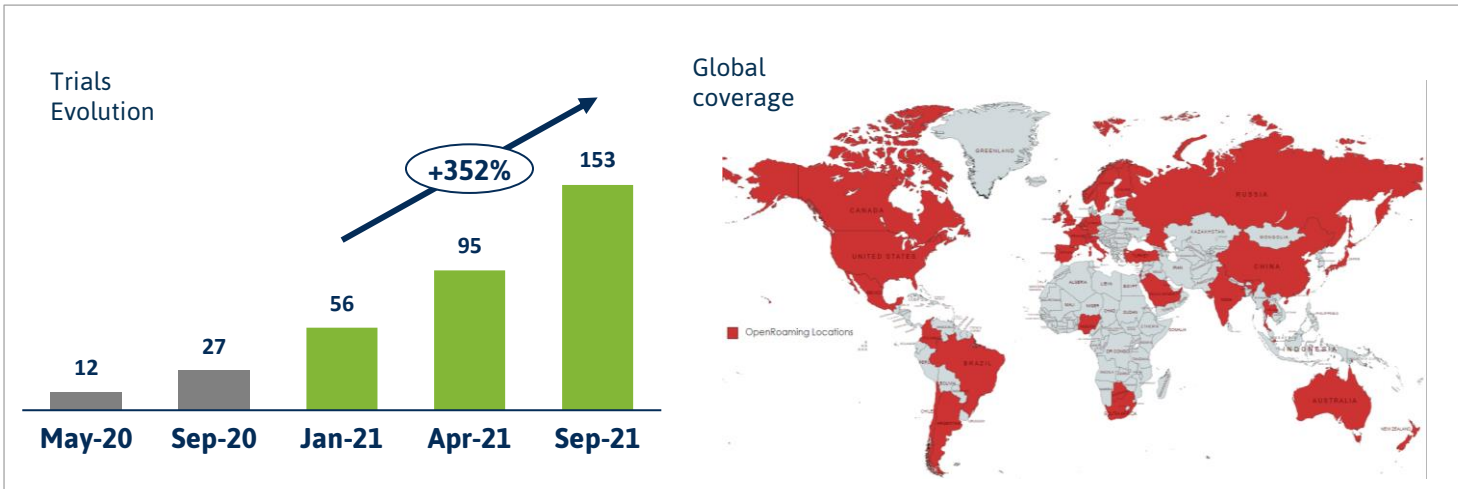
5G

1. Impactful OpenRoaming deployments

Achievements



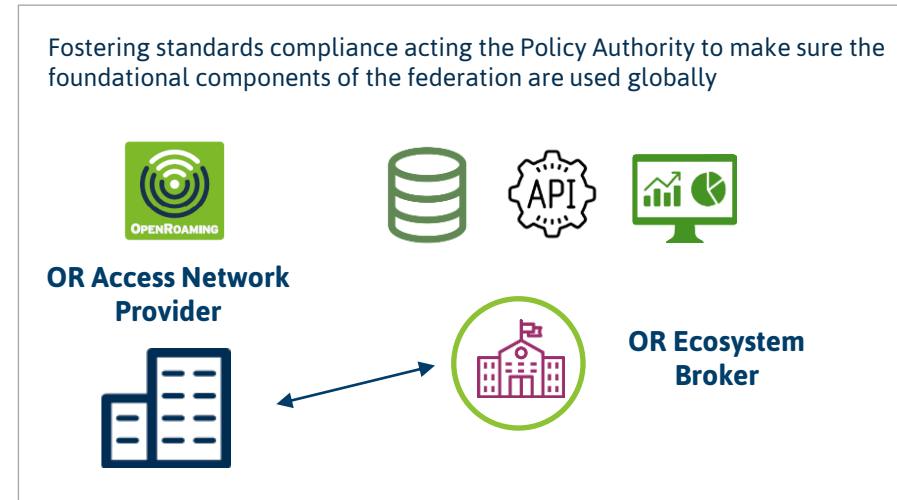
2. Momentum around global trials and deployments



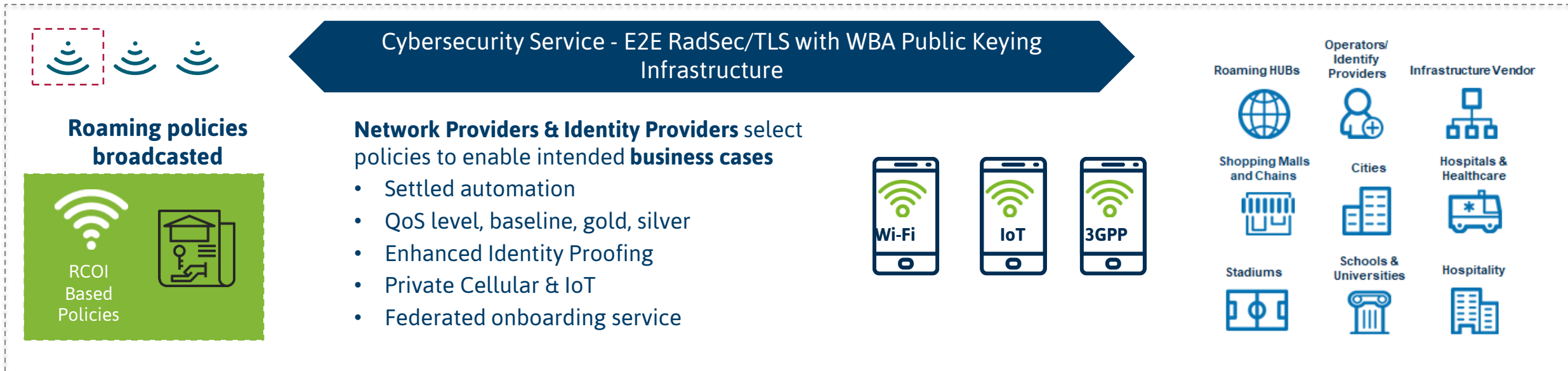
1. Truly holistic OpenRoaming standard, key industry players engaging

In Progress

2. Accelerating adoption of Federation assets (e.g. API, DB)



OpenRoaming leading the Public-Guest Wi-Fi > Focusing on evolving horizontally and vertically





JOIN NOW!

Bruno Tomas – pmo@wballiance.com

www.wballiance.com

WBA's vision is to lead the development of “Seamless and interoperable services experience on Wi-Fi within the global wireless ecosystem”

Objectives:

- ❖ Massify Wi-Fi Interoperability & Roaming with OpenRoaming
- ❖ Accelerate Next Gen Wi-Fi Networks with Wi-Fi 6, 6 GHz Multi-AP, QoS
- ❖ Lead the Convergence / Coexistence of Wi-Fi with the Wireless Ecosystem



1

Guidelines & Standards

Setting the scene, requirements and creating specifications

2

Testing & Interoperability

Creating test plans to showcase the technology capabilities

3

End-to-End Trials

Running field trials / proof the concept on real world environment

4

Certification

Addressing gaps and helping the industry maximizing business opportunities

Established
in 2003

120+ MEMBERSHIP
COMMUNITY

PROJECTS &
PROGRAMS

ANNUAL
EVENTS

PROMOTION AND
GO-TO-MARKET

THOUGHT LEADERSHIP &
MARKET RESEARCH





Closing

STEVE NAMASEEVAYUM

DIRECTOR, MEMBERSHIP & INDUSTRY ALLIANCES

Wireless Broadband Alliance



Wi-Fi Powering Innovation Series

Tuesday October 5th

WBA Leadership Conference & WBA Industry Awards

This autumn's premier Wi-Fi event kicks off with a celebration of all things Wi-Fi and the exciting developments we can look forward to in 2022. The WBA Industry Awards will honor the innovation and excellence from the best of the best in the Wi-Fi Industry. We'll also be looking at strategic impacts of Wi-Fi on the global economy in 2022 and beyond; new innovations in technology and business models for Wi-Fi through 2025; and featuring the highlights from the 2022 WBA Annual Industry Report, including the current leading market trends and drivers on Wi-Fi.

Thursday October 7th

Wi-Fi: Public and Private Networks and Convergence with 5G

What does the future hold for public and private networks, and what role will 5G convergence play? In this session, hear the latest on Wi-Fi 6, including ongoing use case case studies and a deep dive on operational benefits. We'll also be looking at the opportunities and developing use cases for Wi-Fi 6E and taking a snapshot of the rollout of the 6 GHz spectrum, emerging technologies such as Wi-Fi 802.11bf and beyond; and much more!

Tuesday October 19th

Wi-Fi: Enabling the Smart Connected Enterprise

When it comes to enterprises looking to get 'smart' and offer outstanding connectivity for employees and consumers, the role of Wi-Fi can't be understated. Hear how companies can secure their IoT infrastructure with Wi-Fi; how smart Wi-Fi can support customer and operations for verticals such as retail, transportation, healthcare, and targeted enterprise; the impact of the 'bring your own device' (BYOD) era on security, privacy, and data integrity; and how Wi-Fi is creating emerging opportunities for Industry 4.0 in the 5G era.

Thursday October 21st

Innovation for Service Providers, Cities and Venues with Public and Guest Wi-Fi

How can Wi-Fi address the emerging needs of enterprise to innovate and adapt in a post-COVID-19 world? This session will explore the latest on emerging opportunities for Industry 4.0 and IoT deployments in the discuss the game changers for the connected retailer and automotive industry; and examine how train operator are stepping up to offer outstanding Wi-Fi connectivity for passengers leading up to 2030.



Thank you to our Sponsors





THANKS FOR ATTENDING

Next Time:

21 October 2021

**Innovation for Service Providers, Cities and Venues
with Public and Guest Wi-Fi**

REGISTER NOW

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