

3G Will Drive Growth for WLAN

Apart from driving demand for WLAN, 3G will also push Wi-Fi, VoWLAN—making major inroads across all verticals



The WLAN technology is in a constant state of development due to the introduction of various standards as well as security measures. WLAN equipment market in India grew 150% y-o-y. There is going to be a double-digit growth, fueled by increasing adoption of wireless access for enterprise applications. Also several organizations are refreshing their installed base to adopt 11n technology products.

2010 however saw an increase in implementation of WLAN, particularly with regard to technologies that were able to be integrated with various service providers. There is no doubt that the WLAN market will rise in 2011. This is mainly because of the adoption of 3G across verticals. Many sectors such as healthcare, manufacturing and retail are demonstrating a keen interest in voice over wireless LAN providing dual benefits of mobile voice and data.

Most of the service providers today are ready with their 3G offerings at a cheaper

rate offering higher bandwidth. This shows room to most of the existing enterprises to switch over to 3G from their traditional leased line services which cost much more, when compared to 3G.

Enterprise WLAN market continues to propagate, with new wireless standards enhancing performance, reliability and security. Most enterprises have opted for WLAN or intend to deploy an 802.11n-based WLAN. Success in selecting a WLAN hinges largely on how well it integrates with the existing environment. This growth will be seen in volumes in all small, medium and large business. We will also see a surge of growth in the outdoor Wi-Fi market too.

3G Driving Growth for WiFi

The growth momentum is expected to continue in 2010-11. With the introduction of 3G, demand for networking products to support demands on the backbone networks would also increase exponen-

tially. The adoption of 4G technologies in the future, both WiMax and LTE, are also going to drive sales of wireless equipment in India.

Based on the latest Gartner report; there are increasing WiFi enabled devices launching the industry, the WLAN market for 2011 will continue to grow at a high rate compared with last year growth. Wi-Fi is complementary to these wireless technologies. With explosive adoptions of smart phones and tablet PCs, like iPhone and iPad, it has stressed 3G networks. With increasing 3G traffic due to explosive demand for capacity, service providers will look forward to Wi-Fi to offload 3G traffic through deployment of large hotspot sites.

WiFi data connectivity is a compensation for 3G network to reduce the data traffic from the 3G base station to a low cost wireless access point. Many operators across the Globe are providing 3G+WiFi access membership plan.

Wi-Fi will play a critical role and will be used by service providers deploying 3G. Mobile operators are under pressure to offer faster data speeds to keep up with their customer's insatiable demand for data and bandwidth-intensive applications. But the implications are dire: the cost of transporting data is expected to outpace rising faster than revenue, and a poor user experience resulting from network congestion will result in churn. New technological developments and players in mesh networking, beam forming etc, are



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beginning to dominate the Indian market. 3G Wi-Fi routers are making an entry into the Indian market as 2010 draws to a close giving an idea of how WLAN will interconnect with multiple bearers in the future. Wi-Fi represents one of the most expedient and cost-effective ways to increase both capacity and coverage.

With the introduction of 3G and 4G broadband services, companies are now being able to route calls seamlessly over the data network as and when required.

VoWLAN: At the Door

VoWLAN is a service which can prove to be very useful due to a high level of cost savings and the ability to constrict collaboration within a network, without hampering the mobility of employees with the organization. Its deployment will be a key contributor for seamless mobile connectivity and interoperability between private WLAN's and public cellular/wireless networks, however it still has some ground to cover in terms of barriers faced due to technical issues.

VoWLAN would be driven by productivity demands for a mobile workforce. The trend is towards such deployment.

The widespread deployment of the 802.11b and g wireless standards of Wi-Fi means that VoWLAN users have plenty of freely available coverage in densely populated areas. Carrying a VoWLAN phone can make phone calls cheap in many places, from the local cafe to a client's office. Several activities are underway to standardize on enterprise VoWLAN interoperability for performance and reliability. It includes management of VoWLAN clients for optimized performance and better user experience. Besides, VoWLAN offers the convenience to deploy one infrastructure for both voice and data, including converged management of both services. This results in lower cost of ownership.

Making Inroads Across all Verticals

WLAN is getting much wider acceptance and bringing lots of value to users, in India. WLAN has made it possible to remove the bottlenecks of wireline infrastructure and make available wireless broadband at

Tips for CIOs

- Empower their workforce with insight, collaboration and awareness
- Maintain the security levels in the virtual world
- Critical components for selecting a wireless LAN enterprise network are mainly reliability, simple, predictable and scalable
- Success in selecting and deploying a WLAN hinges largely on how well it integrates with the existing environment
- Unified access control technologies enables the same user rights irrespective of the user connect over copper, wireless or even VPN. Security is the most important parameter in deployment of WLAN
- Proper capacity and application planning for WLAN deployment becomes critical to ensure scalable performance and robust network
- Assess user needs and the wireless devices being used to access enterprise applications over wireless
- Maximizing network performance and minimizing network downtime.



With 3G, demand for networking products, which in turn would support demands on the backbone networks, would increase exponentially

very competitive capex/opex investments, besides faster rollout is helping telcos to reach their customers.

WLAN is making major inroads across all verticals ie manufacturing, banking, insurance, education, governance, utilities, medicine etc. The major fallout of the same is to bring higher efficiency in overall economic scenario, which is already on major growth trajectory.

WLAN is evolving as a platform, capable of integrating majority of applications and devices to provide single window experience which has been elusive till recently.

Green is the Need

Businesses are beginning to respond to the impacts of climate change and increasing energy costs by taking action to reduce their greenhouse gas emissions.

Ruckus equipment recognizes all living

objects as obstruction and create dynamic beam per client per packet basis avoiding the living object(s) in the path. This is possible due to patented beam flex technology. Also, all the products are highly energy efficient. Ruckus has eliminated the use of lead, mercury, cadmium, hexavalent chromium (chromium xxx or Cr6+), polybrominated biphenyls (PBB), and polybrominated diphenyl ether (PBDE).

Cisco regards the need to adopt environmentally positive business practices as central to the business challenges of the future. The 'green business' agenda will play a key role in generating a new work and communications model.

Dax Networks believes that their biggest contribution to green initiative is to prolong the equipment's lifetime. It is very important to look for product longevity, upgradability and modularity.

There are three important ways in which unified communications technologies can help organizations move quickly toward fulfilling such needs. They focus on how to reduce business travel, how to enable teleworking and reduce commuting, and how to make better use of office space. All these involve, in different ways, intelligent deployment of collaborative communications, and all three can significantly help reduce carbon emissions.

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