Current
Market Trends

30%

of SMEs now outsource Wi-Fi management to experts, highlighting a growing demand for specialized support.

50%

of the market is led by IT, with Healthcare, Retail, and Education sectors showing rapid growth.

25%

CAGR is the growth projected for Managed Wi-Fi in India; for the period FY 2024 – FY 2029.

Key Drivers of
Managed Wi-Fi Services Adoption

BYOD Integration

Managed Wi-Fi ensures seamless and secure integration of personal devices into corporate networks.

Cost Efficiency

CapEx to OpEx shift reduces upfront investment, making Managed Wi-Fi a cost-efficient solution for SMEs.

Affordable Billing

Managed Wi-Fi offers an affordable billing model to SMEs, tailored to their office size and user group.

Scalability and Flexibility

Managed Wi-Fi delivers secure, adaptable connectivity for evolving work environments.

Network Optimization

Managed Wi-Fi enhances employee productivity with ubiquitous coverage across office.

Advanced Technology Integration

Managed Wi-Fi incorporates latest and emerging technologies for present and future-ready offices.

Business
Challenges

High Capital Expenditure

Facing high capital expenditure on infrastructure and the need for frequent technology upgrades.

Lack of Specialized Expertise

Struggling to efficiently manage Wi-Fi services due to a lack of specialized expertise.

Inconsistent Support

Inconsistent support and varying turnaround times hinder rapid scaling and expansion.

Complex Vendor Management

Managing multiple OEMs complicates vendor management and increases integrator dependency.

Introducing
TTBS Managed Wi-Fi

We don't just sell Wi-Fi - we manage seamless and secure experiences by the square foot.

TTBS Managed Wi-Fi delivers a comprehensive, secure, and scalable wireless network experience, tailored for small and medium enterprises.

Secure and Seamless
Ensure robust security with smooth, uninterrupted connectivity.

Manageability with Infra Flexibility
Simplify control and adapt to diverse infrastructures seamlessly.

Coverage-Based Pricing Model
Flexible payment model - pay only for the network coverage you require.

Last-Mile Agnostic
Effortless compatibility with all last-mile network providers.

Key
Features

Manageability with Infra Flexibility
Simplifies network management while adapting effortlessly to diverse infrastructure setups.

Best-in-Class Security Features
Robust protection designed to secure networks at multiple levels of complexity.

Control Hub
Centralized system enabling full control and customization of network settings.

Last-Mile Agnostic
Operates seamlessly with any last-mile provider for uninterrupted connectivity.

Comprehensive Reports and Analytics
Provides comprehensive reports and analytics with infrastructure and user-level insights.

Wi-Fi
Product Variants

Product Variant	Managed Wi-Fi	Wi-Fi as a Service
Internet Leases Line (ILL) ▶	Yes	No
Access Point ▶	Yes	Yes
Switches ▶	Yes	Yes
Router ▶	Yes	Yes
Manageability ▶	Yes	Yes
Cabling ▶	Yes	Optional
Router/Firewall ▶	Yes	Optional
AAA ▶	Yes	Optional

The above features are available with multiple infrastructure vendors

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Managed Wi-Fi
Indicative - Square-Foot Based Model

Office Area	Devices	Wi-Fi Infrastructure				
Square Foot	Users	Access Point	Switch	Cabling	Router	AAA
1000	Up to 50	2	8 Port	✔	✔	✔
2000	Up to 75	4	8 Port	✔	✔	✔
3000	Up to 100	6	24 Port	✔	✔	✔
4000	Up to 125	9	24 Port	✔	✔	✔
5000	Up to 150	11	24 Port	✔	✔	✔

Key Highlights
3-Year Lock-In: Secure a 3-year contract for uninterrupted service.
Additional Users: Extra licenses available at an additional cost.
Office Structure Survey: If there is a unique office structure, TTBS conducts a survey for accuracy.

Why TTBS
Managed Wi-Fi Services?

Customised Managed Wi-Fi
True Managed Wi-Fi Solution bundled with ILL, Wi-Fi infrastructure, and management.

OpEx Model
A simple and flexible monthly payout model specifically designed to suit SME budgets.

Advanced Security & Control
Ensures restricted usage with AAA security and the option to enable ATP/UTP protection based on SME requirements.

Better Scalability
Option to expand coverage area, bandwidth, and security levels as your business grows.

Seamless & Automated
Seamless office network ensures smooth handover to the next available access point.

SLA Driven Services & Support
Peace of mind with 99.5% SLA for managed Wi-Fi, covering ILL, infrastructure, and management.

Why the OpEx Model is Better than
Upfront CapEx Payments?

Illustration Considering 3 Years Time Frame

Elements & Cost Associated to Power WIFI Services	CapEx Model	OpEx Model
Managed Wi-Fi Capex (AP, Switch, Router, Cabling)	₹ 5,00,000/-	₹35,000/pm
AMC @ 8% per annum	₹1,20,000/-	NA
Managed Mgmt via AAA ~ 75 User ~4000 pm*36 months	₹ 1,44,000/-	NA
Opportunity Cost ~ 12%pa (Borrowing Cost on 5 Lacs)	₹ 1,80,000/-	NA
Manpower Cost (1/8 Time Spend) 12Lakhs per annum	₹ 1,50,000/-	NA
Tax Loss (20% Depreciation 1L @30K vs 126K per annum	₹ 2,88,000/-	₹3,78,000/-
Net Cost Impact	**₹ 13,82,000/-**	**₹ 8,82,000/-**

Around **35%** savings

Disclaimer: The illustration is a sample and percentages may vary depending on the company and the prevailing government tax regime over time.

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Case Study

Leading Drone Manufacturing Company Enhances Connectivity with TTBS Managed Wi-Fi Solution

"The Managed Wi-Fi solution from TTBS has significantly improved our operational capabilities, enabling reliable and secure connectivity across all office zones. It allowed us to focus on our core business while benefiting from a cost-effective, scalable network infrastructure."

Leading Drone Manufacturing Company, Bangalore

Business Challenges

A leading drone manufacturer faced operational hurdles with its self-managed Wi-Fi infrastructure:

- **Unstable Connectivity:** Poor Wi-Fi disrupted workflows and employee communication.
- **IT Resource Strain:** Managing networks in-house burdened IT teams.
- **High CapEx Costs:** Frequent upgrades increased expenses, limiting focus on core business.

TTBS Solution

TTBS deployed a comprehensive **Managed Wi-Fi Solution** integrated with the company's existing ILL connectivity:

- **Seamless Coverage:** Ensured stable connectivity across all office zones.
- **User-Level Management:** Restricted access to authorized users via AAA.
- **Cost-Effective OpEx Model:** Replaced high CapEx with flexible pay-as-you-use billing.

Benefits

TTBS's Managed Wi-Fi Solution empowered the organization with these significant benefits:

- **Improved Productivity:** Reliable connectivity enabled employees to focus on core tasks.
- **Optimized IT Resources:** Reduced IT workload with managed network services.
- **Cost Efficiency:** Lowered costs with an OpEx model while accessing the latest technology.

*This case study comprises of extracts from customer insights coupled with a detailed narrative for enhanced understanding of the product/services being offered by TTBS.

Case Study

Leading IT Services Provider Enhances Digital Infrastructure with TTBS Managed Wi-Fi

"With TTBS Managed Wi-Fi, we transformed our network into a secure and reliable infrastructure, ensuring seamless connectivity and uninterrupted operations. This allowed our teams to focus on delivering exceptional services to clients without worrying about network stability or security."

Leading App Development and IT Services Provider, Noida

Business Challenges	TTBS Solution	Benefits
Customer faced issues with its outdated network infrastructure, which affected operations:	TTBS delivered a tailored **Managed Wi-Fi Solution** to address the customer's requirements:	By adopting TTBS's Managed Wi-Fi Solution, the company achieved several benefits:
• **Network Instability and Outages:** Frequent disruptions hampered connectivity.	• **Modern Infra with Advanced Firewalls:** Enhanced network security & reliability.	• **Enhanced Network Stability:** Reliable, secure connectivity reduced downtime.
• **Security Concerns:** Inadequate security measures posed risks.	• **Seamless Managed Wi-Fi Services:** End-to-end connectivity ensured secure.	• **Improved Security:** Advanced firewalls and managed services safeguard data & infra.
• **Reduced Productivity:** Network inefficiencies resulted in wasted manhours.	• **Cost-Effective OpEx Model:** Premium, reliable network services without high upfront costs.	• **Increased Productivity:** Stable connectivity eliminated inefficiencies.

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Case Study

Enhancing Workplace Connectivity for Global Services Provider with TTBS Managed Wi-Fi

"TTBS Managed Wi-Fi has revolutionized our connectivity, providing secure and seamless internet access across all departments. This has not only enhanced employee productivity but also strengthened our cybersecurity framework, enabling us to operate with technological excellence and confidence."

Global Services Provider, Bangalore

Business Challenges

Customer faced connectivity issues that hindered operational efficiency and posed security risks:

- **Limited Network Coverage:** Availability was restricted to a few zones due to costs.

- **Inconsistent Connectivity:** Poor application access disrupted workflows and productivity.

- **Security Vulnerabilities:** Employees relied on open internet access, increasing the risk of data leakage and cyber threats.

TTBS Solution

TTBS implemented a comprehensive **Managed Wi-Fi Solution** to address these challenges:

- **Unified High-Speed Connectivity:** Reliable, fast, and secure internet access was made available.

- **Advanced Security Framework:** Safeguard against cyber threats, ensuring safe internet usage.

- **Centralized Network Management:** Integrated link monitoring and control, with usage insights.

Benefits

The deployment of TTBS's Managed Wi-Fi Solution resulted in the following positive outcomes:

- **Enhanced Connectivity:** Wi-Fi access across all zones enabled employees to work efficiently.

- **Robust Cybersecurity:** Strengthened defenses and reduced risks of data leakage.

- **Improved Decision-Making:** Analytics and dashboards provided insights to track usage.

*This case study comprises of extracts from customer insights coupled with a detailed narrative for enhanced understanding of the product/services being offered by TTBS.

FAQs

▶ **What is Managed Wi-Fi?**
Managed Wi-Fi is an enterprise-grade Wi-Fi solution that includes Wi-Fi infrastructure bundled with TTBS ILL, offered on an OpEx model to provide enhanced flexibility and scalability.

▶ **Can enterprises choose the make of the access point?**
Yes, enterprises can choose their preferred access points from leading infra partner associated with TTBS.

▶ **How is the cost of Managed Wi-Fi infrastructure determined?**
The cost is based on the office's coverage area (in square foot) and the number of users to be connected to the network.

▶ **Do customers have to pay upfront for Managed Wi-Fi services?**
No, TTBS provides the solution on an OpEx model, making it easy and affordable.

▶ **Is the Managed Wi-Fi service secure?**
Yes, TTBS offers AAA (Authentication, Authorization, and Accounting) as a standard feature, ensuring that only authorized users can access the network. Additionally, an optional firewall provides enhanced security with features like ATP (Advanced Threat Protection) and UTP (Unified Threat Protection).

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FAQs

▶ **Can OTP-based login be enabled?**
Yes, OTP-based login solutions are available for enhanced security and user convenience.

▶ **Is it possible to customize the login page?**
Yes, the user login page can be customized to meet specific preferences.

▶ **What kind of information can I access from the Managed Wi-Fi dashboard?**
The dashboard shows user-level bandwidth usage, device types, weekly and monthly data points, and bandwidth utilization.

▶ **Can the Wi-Fi coverage be expanded if we add more office space in the future?**
Yes, the coverage area can be expanded as needed, with additional costs for the extra infrastructure.

▶ **Does TTBS provide cabling for the Wi-Fi equipment?**
Yes, TTBS provides office cabling services for the Wi-Fi equipment deployed as part of the standard delivery.

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Thank You

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