

# eir Business Delivers Ultra-Fast Xirrus Wi-Fi with Advantage Wi-Fi Service



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PAUL MULQUEEN,  
HEAD OF PRODUCT,  
EIR BUSINESS



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## Overview

**IRELAND’S LEADING SERVICE PROVIDER**, eir provides ultra-fast broadband, voice and TV services to approximately 2 million residences and businesses. Now businesses are also clamoring for Wi-Fi. “Whether you run a café, hair salon, clothing store, or auto shop, these days you need Wi-Fi to attract customers onto the premises,” says Paul Mulqueen, eir’s Head of Product for Small Business. Most visitors will gladly enter their email address in exchange for free Wi-Fi, giving businesses a way to stay in touch and make special offers.

To meet growing demand, eir Business decided to introduce a Wi-Fi service for business, called Advantage Wi-Fi. Customers would receive access points, performance monitoring, and a self-service management portal to customize the experience.

## Self-Service Management Appeals to Customers and Keeps Costs Down

**TO SIMPLIFY SUPPORT**, eir Business wanted to obtain both the Wi-Fi network and the self-service management portal from the same vendor. The choice: Xirrus Wi-Fi access points (AP). Fast, reliable performance and the easy-to-use Xirrus Management System-Cloud (XMS Cloud) set Xirrus Wi-Fi APs apart. “Businesses like self-service management — but only if it’s simple,” says Mulqueen. “In that regard XMS Cloud is head and shoulders above the other management portals we evaluated.”

## A Hit With Businesses

**UPTAKE HAS BEEN SWIFT** since the Advantage Wi-Fi service launched in February 2015. “Our customers like not having to worry about the Wi-Fi access point because that means they can focus on selling more phones, coffee or pizza,” Mulqueen says.

Advantage Wi-Fi customers use XMS Cloud to create a splash page that their visitors see whenever they connect. The splash page reinforces the customer’s brand, advertises special offers, and can provide links for visitors to check in and rate the business on Facebook, Twitter or TripAdvisor. Businesses appreciate how easy it is to use XMS Cloud, and self-service helps eir Business keep costs down.

## A Way to Learn More About Customers

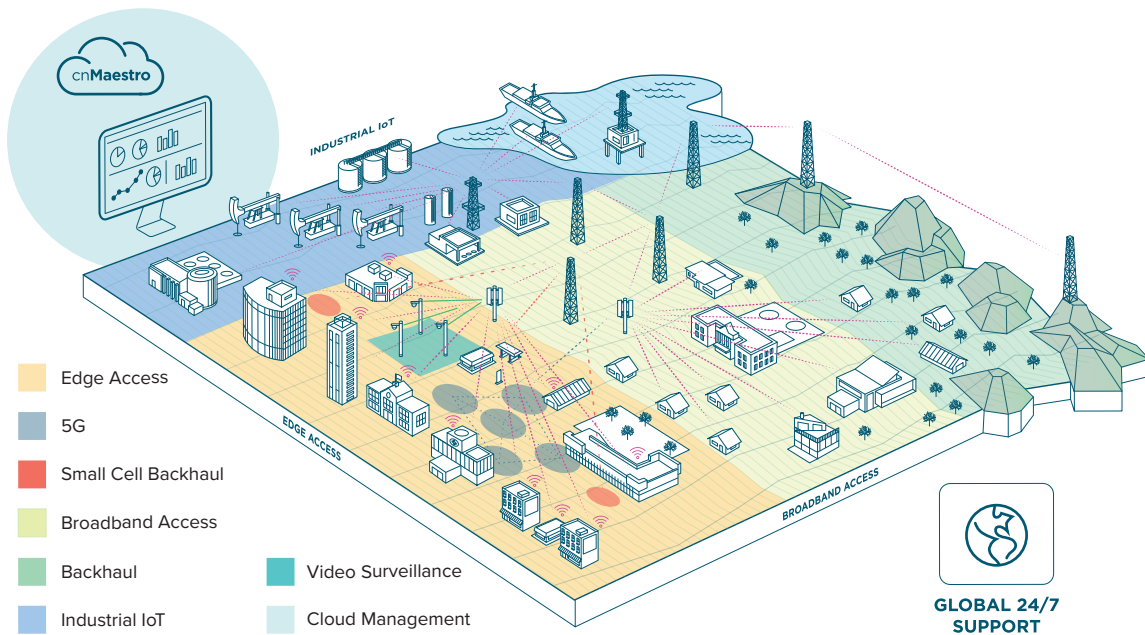
**TO LOG IN FOR FREE WI-FI** at an Advantage Wi-Fi location, visitors simply enter their email address. This helps the business learn its customers’ names and how often they visit. “Retailers typically don’t know how to get back in touch with customers after they leave the store,” Mulqueen says. “With Advantage Wi-Fi, powered by Xirrus, our retail customers can capture contact data to get feedback or offer specials. It’s a powerful tool.”

## One Wi-Fi Network, Many Uses

**SOME RESTAURANTS AND RETAILERS ALSO USE XIRRUS WI-FI** to play entertaining video for customers while they wait. A hotel in rural Ireland offers guest Wi-Fi in the bar area, lobby, and guest rooms — and provides a separate Wi-Fi network for the family that lives at and manages the hotel. At Dublin’s Temple Street Children’s Hospital and Our Lady’s Children’s Hospital, Crumlin, young patients can stay connected to their friends and classroom. Family members can visit more often and stay longer because they can connect for work. Xirrus and eir Business partnered to provide Wi-Fi networks for the hospitals.

## Easy to Deploy and Adapt Over Time

**SETTING UP ADVANTAGE WI-FI** for a new customer takes only about an hour. An eir Business technician simply installs a Xirrus access point on the roof and connects the cables. Subsequent changes typically don’t require an in-person visit. “With XMS, we can change radios from 2.4 GHz to 5 GHz and back with a mouse click,” Mulqueen says. “It’s all in the cloud, so we don’t have to dispatch technicians.” That saves time and keeps costs down.



*Cambium Networks’ Gigabit wireless solutions enable municipal, enterprise and service provider operators to tailor connectivity to meet exact requirements and grow as needs evolve.*

## Helping Small Businesses Adapt to a Mobile Society

**MULQUEEN CONCLUDES**, “All across Ireland, people use phones, tablets, and laptops for business and their personal lives. With Advantage Wi-Fi, powered by Xirrus [Wi-Fi], we’re making it more convenient to work, shop, and play from anywhere.”