

EXECUTIVE BRIEF

TIPS TO IMPROVE THE MOBILE APP EXPERIENCE
OVER WI-FI

#GenMobile, with their ever-growing number of mobile devices and apps, are using workplace Wi-Fi networks in ways no one ever planned. Instead of a desk phone, #GenMobile communicates using apps such as Microsoft Lync, FaceTime, Hangouts, WebEx and GoToMeeting, which establish peer-to-peer voice and video flows.

And as soon as the Wi-Fi network is in range, the Photos app on almost every iPhone automatically synchronizes to iCloud. Then there's the YouTube effect—streams of video content have become a core part of everyone's Internet experience on all devices.

Collaboration with mobile apps requires a WLAN smart enough to know Lync from YouTube—and treat that traffic accordingly. With a little upfront planning and some smart technology, IT can dramatically improve the quality of users' mobile app experience on workplace Wi-Fi networks. Here are five tips for ensuring that mobile apps run flawlessly:

Push Wi-Fi everywhere: Wi-Fi coverage must extend pervasively to all parts of a campus, with uniformly good signal levels. RF management techniques should be employed to maximize coverage and network capacity, while avoiding interference. To achieve 100 percent coverage in all areas, the WLAN should be designed with a minimum RF signal (RSSI) level of -67 dBm, signal-to-noise ratio (SNR) of 25 dB and co-channel separation of 20 dB.

Increase Wi-Fi capacity with 802.11ac: Products supporting the 802.11ac gigabit Wi-Fi network standard are now available for indoor and outdoor installation at a price point close to 802.11n. 802.11ac access points (APs) turbocharge mobile apps by expanding the available bandwidth and the number of devices that an individual AP can serve simultaneously.

Regain control of cloud-based apps: To differentiate web traffic for work from personal-use traffic and control it appropriately, invest in next-generation mobility firewalls that perform deep packet inspection. These firewalls provide granular application information that lets IT make informed decisions about allocating Wi-Fi bandwidth

for mission-critical apps. IT can also use this information to control bandwidth-consuming peer-to-peer apps like BitTorrent that originate from Wi-Fi enabled devices.

Deliver a reliable unified communication experience:

In order to prioritize delay-sensitive unified communication traffic on the Wi-Fi network, IT needs to know it's there. Integrating the Wi-Fi network with unified communication servers like Microsoft Lync lets IT accurately fingerprint voice and video sessions and gain the visibility they need to prioritize delay-sensitive unified communication traffic that would have otherwise gone unnoticed. With this integration, unified communication sessions to and from personal devices can now be routed inside the firewall, thereby eliminating the latency of a VPN connection.

Monitor app performance on networks: Ensure your network management tools have application-awareness, which is key to speedy problem resolution and making informed design decisions. In addition, having a single pane of glass to monitor networks and applications eliminates the need for IT to reproduce errors and correlate data from multiple platforms and people.

THE SMARTER WI-FI SOLUTION

Aruba Networks' **Wi-Fi** is equipped with **AppRF technology** to optimize users' experience of cloud and unified communication applications on mobile devices. AppRF relies on a next-generation mobility firewall that fingerprints individual traffic streams from each device, giving the network the smarts to identify and prioritize Lync, Google Hangouts and other web-based traffic, even encrypted applications.

AppRF gives you real-time data presented in a point-and-click dashboard, which lets you clearly see over-the-air performance, prioritize work apps, and block unwanted apps. IT admins also get group-level bandwidth controls that are essential when Wi-Fi networks are shared with guests and personal apps.

In addition, Aruba's [AirWave](#) network management software provides historical application usage reports that enable IT to make informed design decisions. AirWave also makes it easy to troubleshoot unified communication-over-Wi-Fi problems by displaying call session metrics for each user and how the Wi-Fi network performed for each call.

SUMMARY

IT must deftly manage the limited Wi-Fi spectrum for #GenMobile. Improved app visibility and bandwidth controls are essential tools for managing the proliferation of mobile devices and apps in the workplace—and maximizing user experience.

To learn more, visit www.arubanetworks.com/allwireless/ or contact Aruba Networks at info@arubanetworks.com; +1 866 55 ARUBA (+1 866 552 7822).



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