



Ensure Continuity of the Business Experience through Cisco Mobile Intelligent Roaming Solution

What Is the Value of the Cisco Mobile Intelligent Roaming Solution?

In today's global and dynamic work environment, it is crucial to ensure that workers stay connected to relevant productivity tools and business applications while they are on the go. As part of the Cisco Unified Wireless Network, the Cisco Mobile Intelligent Roaming solution helps to ensure the continuity of a mobile worker's business experience. The solution comprises the Mobile Intelligent Roaming software hosted on the Cisco 3300 Series Mobility Services Engine (MSE) and integrates with partners such as service providers, device manufacturers, or third-party application vendors via an open API.



What Problems Need to Be Solved?

Workers today are using a variety of devices, such as notebook computers, IP phones, and dual-mode phones (Wi-Fi and cellular), to stay connected with crucial business applications while moving around offices and between business appointments. Despite the frequent use of mobile devices in the work place, the end user's business experience of switching between these devices—and often roaming across different networks—is typically problematic.

The Cisco Mobile Intelligent Roaming solution provides a consistent end user experience across voice, data, and video services. It addresses the following business challenges:

- Meets the increasing demands from mobile workers for a seamless mobile workspace and advanced mobility services
- Reduces workflow and communication interruptions that can impact collaboration, decision making, and revenue generation
- Optimizes the productivity and performance of mobile workers, using the best network connection for both the optimal user experience and cost savings

The Cisco Mobile Intelligent Roaming Solution

The Mobile Intelligent Roaming solution uses software hosted on the Mobility Services Engine, a VoIP system as well as Cisco technology partners. Today, mobile workers typically roam from the corporate WLAN to the cellular network and vice versa. Several parameters have to be considered prior to initiating roaming, including signal strength, network availability, and quality of service (QoS). Because the Cisco Mobile Intelligent Roaming solution has visibility on the wireless network, it can assist roaming in an intelligent manner, sending notification to the client device so that it can seamlessly

switch networks. Cisco Mobile Intelligent Roaming takes full advantage of the capabilities of the Cisco Unified Wireless Network and also provides open interfaces to leading technology partners. The result is an end-to-end solution that can accommodate the evolution of the mobile workspace.

What Are the Benefits of the Cisco Mobile Intelligent Roaming Solution?

With the increase of dual-mode devices in the enterprise, the wireless network needs to be optimized so that the devices can use the best network available. The Cisco Mobile Intelligent Roaming solution offers several important benefits:

- Helps ensure business continuity, resulting in higher productivity for the end user
- Enables a superior in-building experience by choosing the best network (WLAN or cellular) from a coverage and bandwidth perspective
- Increases collaboration, decision making, and revenue generation through enhanced workflow and communications
- Reduces costs by providing a least-cost routing solution to end users, resulting in savings on cell phone bills

Why Cisco?

As a result of its expertise in networking, Cisco offers a more robust, versatile, and inclusive solution for seamless roaming than other solution providers. By taking advantage of the intelligence of the network as a platform, the Cisco Mobile Intelligent Roaming solution integrates with third-party devices, applications, and middleware, thereby meeting customers' needs for application continuity. For additional information on the Cisco Mobile Intelligent Roaming solution, visit: http://www.cisco.com/en/US/netsol/ns642/networking_solutions_packages_list.html