Consumers don’t just want complimentary Wi-Fi. They expect it.

The connected consumer

Today’s consumers expect to connect to the Internet wherever they go. Studies show that Wi-Fi availability affects consumer behavior and can play a role in where they choose to do business. From hotels to restaurants, patrons who want to stay connected will visit places that offer complimentary Wi-Fi. But Wi-Fi doesn’t just benefit the consumer, it can also lead to deeper customer relationships and support new service concepts.

Introducing AT&T Wi-Fi – Enterprise

AT&T Wi-Fi – Enterprise lets you provide wireless Internet access for both customers and employees. Our highly secure solution keeps public and private traffic separate, prioritizing your back-office traffic. It’s a design that lets you meet your business objectives and also satisfy consumer demand.

AT&T Wi-Fi - Enterprise features:

- Supports multiple access points
- Two public networks: ‘att-wifi’ and your own branded SSID
- Highly secure back-office network
- Based on a scalable model: install in just a few locations, or thousands
- Self-install or professional installation options
- 24/7 end-user, technical and network status support
- Customizable connection pages
- URL filtering
- Centralized management and reporting

80% of mobile consumers are influenced by the availability of in-store Wi-Fi when deciding where to shop.

It’s easy to deploy

The monthly charge includes equipment and services. If you prefer a capex model, you can purchase your own equipment, and AT&T will manage it at a reduced monthly fee per access point. Professional and self-installation options are available, based on your needs.

It adds value for marketing and management

AT&T Wi-Fi – Enterprise can help with your marketing efforts. When users click “connect,” they see a customizable connection page that associates your brand with the complimentary Wi-Fi you provide. Your locations will also be listed in the AT&T Wi-Fi Hot Spot Locator, a directory that helps consumers find businesses with Wi-Fi access. And we can provide professional marketing collateral, including window stickers and tent cards.

Gain insight into how your customers use Wi-Fi

AT&T Wi-Fi – Enterprise provides a portal for access to centralized reporting. It shows you network status and anonymized aggregated customer information in easy to read, graphical formats. Our enterprise Wi-Fi solution gives you valuable information that can help you engage with your customers and serve them better.

Get the AT&T advantage

AT&T is a pre-eminent provider of Wi-Fi services, delivering highly reliable and scalable connectivity, with 24/7 support for both your customers and your employees. We can handle a variety of deployment types and support a wide array of applications. We’ll take care of everything from network design to installation. Get the high-quality service you want, from a company you trust.

For more information, visit att.com/wifi or call 877.397.6931