



Product Brochure  
Wireless@SG

# Empowering businesses to offer public WiFi for customer engagement and growth

Singtel Wireless@SG provides businesses with a seamless way to offer secure and reliable public wireless broadband connectivity to enhance the visitor experience.

## The enterprise challenge

In today's highly connected world, providing free WiFi access is key to attracting and retaining customers, especially in highly competitive industries such as hospitality, retail, and food and beverage (F&B).

However, many businesses and venue owners do not have the IT resources to offer public WiFi on top of managing their internal enterprise network for corporate users. In providing a public network, issues they will have to grapple with include user onboarding, authentication and access controls, and bandwidth management to ensure service quality.

One solution to these is to leverage Wireless@SG, a free public wireless broadband programme by the Infocomm Media Development Authority (IMDA). Under this initiative, businesses can work with Singtel to offer free Internet connectivity for users in public spaces such as cafes, restaurants, malls, and tourist attractions. Businesses and venue owners can also leverage the IMDA hotspot grant through the Singtel Wireless@sg service, powered by HPE Aruba Networking.

## Wireless@SG by Singtel

Businesses and venue owners who want to offer free WiFi to their customers can partner with Singtel to extend Wireless@SG service within their premises.

Singtel Wireless@SG is part of the Managed Wireless LAN portfolio that provides businesses with secure and reliable wireless broadband connectivity. Backed by end-to-end services from solution consultancy and design to hardware installation and maintenance, it also includes 24/7 proactive network monitoring, network management and helpdesk support.

## Features



### Easy user onboarding and authentication

- Users can register for a Wireless@SG account via the Wireless@SGx app.
- Leverages Wireless@SG's standardised authentication using the SIM/device profile and web login.
- Delivers a minimum speed of 5Mbps per user (as mandated by IMDA).



### End-to-end managed service

- Consultation, network design and installation services to ensure that access points are positioned for optimal coverage.
- Proactive monitoring of the network for fault and performance management.
- Equipment maintenance by Singtel's team of technical engineers with periodic upgrades in line with IMDA requirements.
- 24/7 helpdesk support.



### Value-added services

- Singtel offers value-added services leveraging the Wireless@SG network. They include:
  - Managed WiFi services such as private SSID for enhanced security
  - Data analytics to generate data-driven customer insights
  - Advertising and promotion services that leverage these insights for more targeted marketing campaigns
  - Internet of Things (IoT) services to support business innovation and optimise operational efficiency



### Enterprise-ready

- Use it to deliver other other Singtel enterprise services such as voice over Internet Protocol (VoIP) and video conferencing.
- Configurable to provide secure and scalable access to enterprise business applications.

## Benefits



### Optimises costs

- Complements the business's internal IT team with Singtel's expertise in setting up, managing and troubleshooting the public network.
- Comes with free WiFi access points for Wireless@SG connectivity.
- Access industry-leading network equipment with a subscription-based option without the need for up-front spending.



### Helps drive business growth

- Opt for the analytics feature to generate actionable insights from customer behaviours and preferences.
- Helps target social or digital marketing campaigns more effectively.
- Promotions can be delivered for enhanced customer engagement and outreach.



### Enhances the customer experience

- Enhances the customer experience and encourages return visits with free Internet access.
- WiFi 6 standard delivers faster data transfer speeds and better performance in crowded areas.

## Why Singtel?



### Industry-leading network infrastructure

- Top Asia Pacific telco with industry-leading network infrastructure.
- Strong network of technology partners provides early access to new technologies.
- Ensures seamless transition to proven and tested next-generation technologies.



### Service assurance

- Proactive network monitoring, management, 24/7 support and comprehensive service level agreements.
- State-of-the-art tools to monitor and provide network health reports.



### One-stop service provider

- End-to-end service from wireless consultation to hardware and software deployment and maintenance.
- One-stop provision of Wireless@SG and Singtel's Enterprise WiFi-as-a-Service with WiFi analytics enables seamless integration between different services.



HPE Aruba Networking, is the global leader in secure, intelligent edge-to-cloud networking solutions that use AI to automate the network, while harnessing data to drive powerful business outcomes. With Aruba ESP (Edge Services Platform) and as-a-service options, HPE Aruba Networking takes a cloud-native approach to helping customers meet their connectivity, security, and financial requirements across campus, branch, data center, and remote worker environments, covering all aspects of wired, wireless LAN, and wide area networking (WAN).

For more information, visit [www.arubanetworks.com](http://www.arubanetworks.com)

# About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, 5G and technology services to infotainment to both consumers and businesses. The Group has presence in Asia, Australia and Africa and reaches over 770 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber security capabilities.

Singtel is dedicated to continuous innovation, harnessing technology to create new and exciting customer experiences and shape a more sustainable, digital future.

For more information, visit [www.singtel.com](http://www.singtel.com)