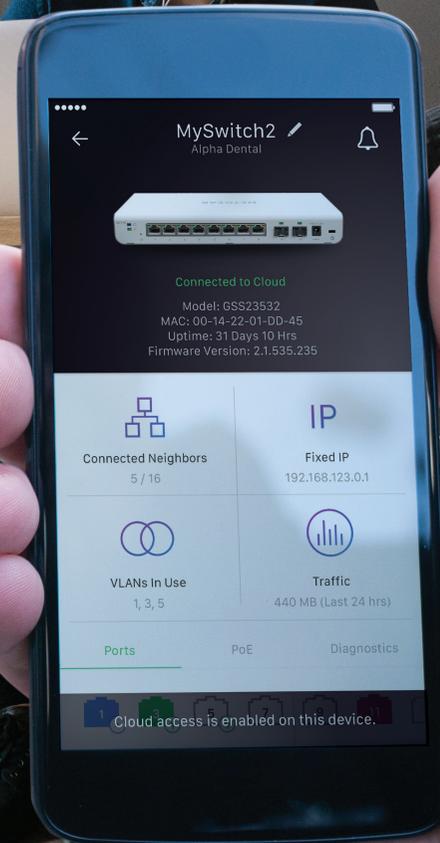


**NETGEAR**<sup>®</sup>  
INSIGHT **PRO**

Ground-breaking  
network technology  
for the channel and  
its customers



ZERO SITE  
VISITS AND  
ONE-TOUCH  
DEPLOYMENT

## To survive and continue growing, networking hardware resellers need to evolve into managed service providers (MSPs).

In parallel, the success of small businesses relies on connectivity that is fast and reliable but also affordable and frustration-free. The answer to solving both these challenges is an innovative way to deliver networking technology. Resellers can become MSPs with minimal effort, yet gain highly profitable, recurring revenue. Small businesses get budget-friendly access to the kind of networking services previously only available to much larger organizations with internal IT departments. It's a win-win situation.

This breakthrough has been made possible by the introduction of Insight Pro, a cloud-based managed platform from NETGEAR, a truly ground-breaking innovation in managed networks, based on the high-quality engineering for which the company is known. Insight Pro sets a new benchmark in usability, affordability and simplicity for small business network customers, without any compromise on speed or performance. With Insight Pro, VARs and service providers targeting small businesses now have an affordable and full-functioning cloud management platform on which to grow their services.



# The small business challenge

**Many small businesses - think car showrooms, cafes, nail-bars, pre-schools, design, accounting law firms and other professional services - have up until now largely relied on consumer-grade WiFi solutions. Until recently, that was probably fine, but their network-connectivity needs have escalated in parallel with their greater use of digital applications, which in turn are increasingly bandwidth-hungry.**

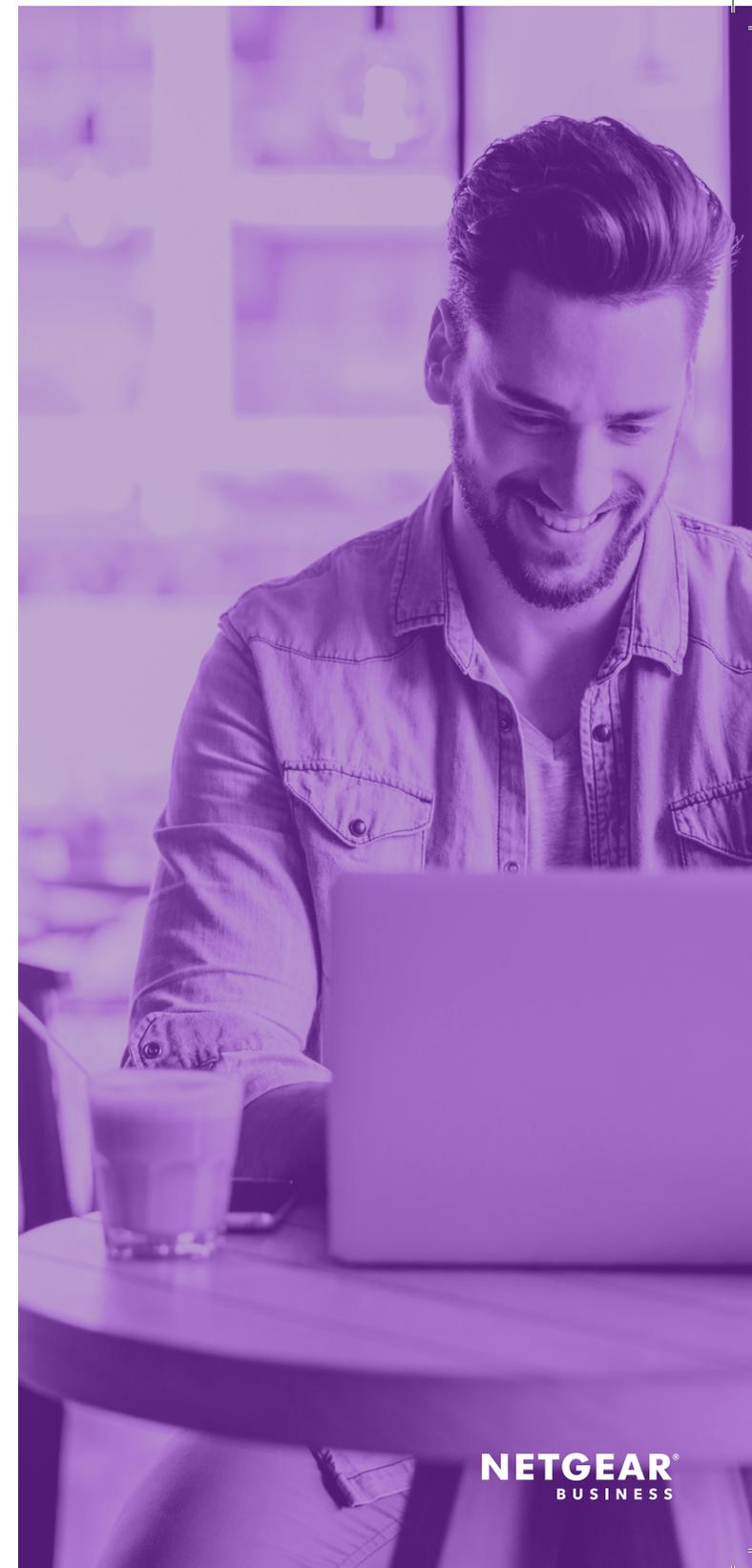
Plus, they have other issues, such as being increased targets for hackers, so they need solutions that give them better protection from external threats. Depending on the nature of the business, they may have customers or visitors who expect reliable and fast WiFi as a given (and may even go elsewhere if it is not available), so being able to support guest users is increasingly essential. Ideally, that means being able to segment off part of the network for those ad hoc users and that is an example of the kind of complexity that small businesses do not want to have to manage themselves.

The problem for these small businesses is that they usually do not have deep pockets to invest much in network equipment or skills. 83 per cent of small businesses don't have a dedicated IT person and 73 per cent SMB owners make their companies<sup>1</sup> technology purchasing decisions .

Even if they have enough tech know-how themselves, they are busy people with all kinds of demands on their time, so they do not want to spend days installing networks and troubleshooting. Instead, they want affordable frustration-free network connectivity that works consistently well, while being secure and flexible enough to accommodate any future changes (such as extending the coverage area or number of users).



<sup>1</sup> Source: <https://www.salesforce.com/company/news-press/press-releases/2016/12/161219>



# ON-GOING REVENUE STREAM

## The channel-challenge

**At the same time, traditional resellers are looking at new ways to survive in an increasingly competitive world - one where margins are being squeezed - not least because users are buying products direct from online retailers. Adding value through services, support and consultancy - not just products - is the new game in town, which is why many resellers are looking to become managed service providers (MSPs). This opens the door to recurring revenue, up-selling and cross-selling and having a continuing relationship with customers (rather than losing that connection as soon as the sale is completed).**

In practice, evolving from selling hardware and software into a managed service provider model is easier said than done. Many resellers are already time and cash-strapped, so being able to invest in new business streams can be very difficult. Providing 'added value' and attracting customers comes at a price.

The barriers to entry have until recently not been easy for MSPs to address. Managed WiFi solutions have typically been modifications of more complex systems designed for large enterprises. The costs, complexity, time and effort involved in deploying and managing these solutions has been prohibitive for most MSPs. The good news that has all changed, with the introduction of Insight Pro, an approach to small-business managed WiFi that has turned the traditional market on its head.



# The opportunity

**Insight Pro removes the cost barriers to becoming a network MSP, giving resellers and their SMB customers a friction-free, simple-to-deploy and economically-attractive way forward. Businesses get superior-quality WiFi and network solutions that meets their needs, reliably, securely and affordably, with minimal effort on their part. Resellers or MSPs can build a new business supporting those customers, rapidly, easily, potentially even without a site visit, just 'one-touch' implementation and a high profit margin. Plus, they can create on-going revenue and a relationship with those customers that keeps the door open for selling other products and services.**

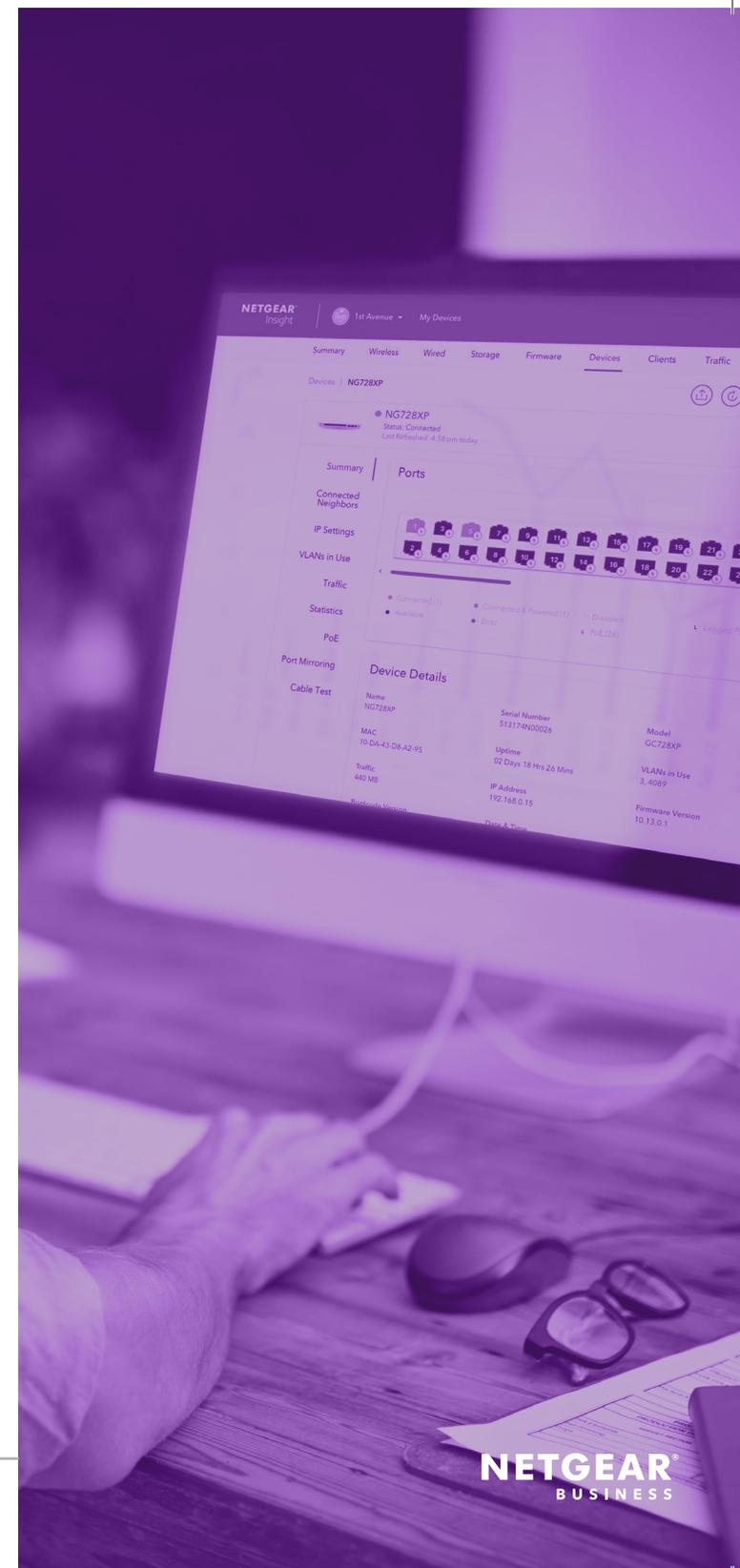
Insight Pro removes the deployment headache for resellers. They simply QR-scan each component into NETGEAR's Insight Pro managed cloud solution and then ships it to the business customer, who in turn plugs it in and it will start working straight away. Alternatively, the MSP can provide an onsite set-up service (either as part of the package or for an extra charge). Any extra configuration or changes can be remotely handled by the service provider.

*"I could pull up on the curb, pull out my phone and with the app reboot the access point - and they were good to go."*

If the customer encounters an issue in the future, the MSP can remotely diagnose and solve most problems without needing a site visit. In the unlikely event that they cannot solve the problem, the NETGEAR support team will be on hand via the Insight app.

The MSP can also continually remotely monitor all customer networks, to preempt and advise of any issues, recommend changes in configuration, add new users or access points, or suggest additional products. In turn, small businesses get the peace-of-mind that their network needs are being looked after, while the MSP reaps the benefits of receiving recurring services-revenue.

Insight Pro has all the features that most small businesses need and each system can easily and quickly scale as required. From just one screen and without any site visits, MSPs can support hundreds, even thousands, of small business customers, even those with multiple locations.



# NETGEAR<sup>®</sup>

## INSIGHT PRO

## More about Insight Pro

**The Insight Pro ecosystem comprises:** a cloud-based management platform; wireless access points; security routers and network attached storage (NAS) and switches for customers who have those extra requirements. The dashboard can also be tailored to suit different users. Depending on their roles, users can access: real-time information about status of the network and each connected device, even across multiple-sites; historical data for up to 30 days; and detailed exportable data for reports.

Insight Pro's dashboard also simplifies management for MSPs, enabling them to monitor and trouble-shoot the networks and devices of all customers from just one screen, via the cloud portal or Insight app. In practice, this means they can respond to customer requests even when out of the office and in most cases, can resolve the majority of queries on the spot.

View some real customer success stories

<https://youtu.be/wqAFZoPjRe4>



## The one-touch user experience

One of the biggest differences of Insight Pro is that it has been designed from the ground-up for MSPs and their SMB customers. Usability is critical for users and for service providers. NETGEAR product designers took a completely fresh look at the market and put the user experience right at the heart of INSIGHT Pro, for both MSPs - including 'simple 'scan 2 set'' deployment - and their business customers. This is reflected across the entire experience, from adding products, customers and users to the platform, installation, future monitoring, support and changes.

## New business, more revenue

The revenue-generation potential of Insight Pro is vast, giving MSPs a tool with which they can at last target large numbers of small business customers in return for very little time or up-front investment. And, most importantly, the potential profit margins that Insight Pro enables are a truly game-changing: imagine being able to charge \$25 per device per year (or more for incremental services).

It's an attractive proposition to market to small businesses, for instance offering them a set price per year for everything, with no initial outlay and no hidden costs and the knowledge that their connections to the outside world are constantly being monitored.

Extra features or services could be offered for an additional cost. MSPs could provide SLAs, create service bundles or solutions tailored to different business types or towns. The possibilities are endless.

Restaurants, cafes, bars, hotels and short-term accommodation, small retailers, beauty parlours, pre-schools, laundrettes, car showrooms and repair workshops, healthcare practices and specialists, accountants, lawyers, designers and other professional services...any small business is a potential target for Insight Pro.

### 5 things small businesses need from their network connectivity:

- Ease-of-use
- Predictable costs
- Security
- Reliability
- Flexibility

### 5 ways how MSPs can build small-business WiFi revenue:

- Profit margins - increase per-device margins many times over
- On-going revenue stream and loyal customer relationships
- Innovative service bundles, up-sell and cross-sell
- Zero site visits and one-touch deployment
- No WiFi expertise needed - start small, scale fast

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*"With Insight Pro a ten hour problem becomes a ten minute problem - and our customers couldn't be happier with the services we provide them."*

**NETGEAR®**  
INSIGHT **PRO**

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