WiFi Is Better Than Chocolate
## *According to Light-Reading*

SMEs are constantly looking for ways to draw more customers, increase sales per customer visit, generate growth and expand customer satisfaction. All of these can be succesfuly achieved by **offering free WiFi to customers**.

A recent LightReading article based on a new Comcast Business survey reaffirms that **WiFi is an essential tool for SMEs for keeping their customers happy.**

It proven to be more effective than free candy, water, community bulletin boards, or magazines as agreed by **more than 85%** of entrepreneurs and small business IT decision makers that have responded to the Comcast survey.
See [Light Reading Infographics 05/14/2014](#)
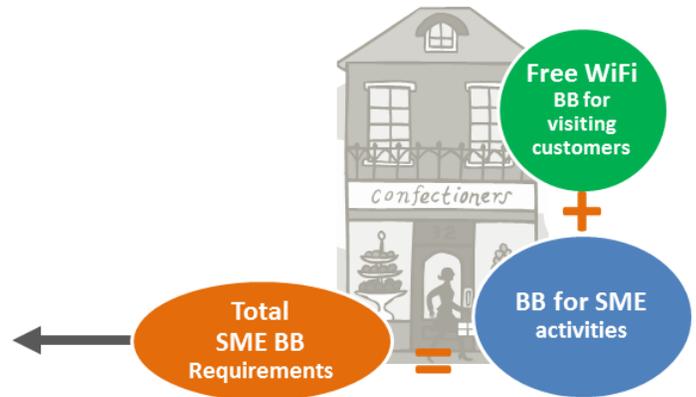
The unprecisdent growth in mobile devices such as tablets, laptops and phones has created customer demand and expectation for broadband everywhere – not just within the fiber network footprint. The ability to offer free WiFi within the SME's business offices has emerged as a new tool that can succesfuly help SMEs to draw more customer in, keep them longer inside allowing more time to sell and increasing revenues.

NxT1/E1 no longer provides sufficient bandwidth for the SME's use, let alone for the addition of WiFi backhaul for its customers.

The pressure on carriers is growing, with MSOs and Cables companies competing directly for SME customers. Bonded Copper solutions offer carriers the ability to provide faster broadband for SME customers as well as a means to combat competition from cable operators. 100 Mbps or more of high performance carrier Ethernet services can be offered for this application using Actelis' G.shdsl and VDSL2-based bonded copper technologies. High availability, stable high performance links, efficient OAM capabilities, and the ability to prioritize traffic flows appropriately to achieve cost synergies for WiFi backhaul and the backhauling of Enterprise Cloud-based services and voice are key attributes of the Actelis solution.
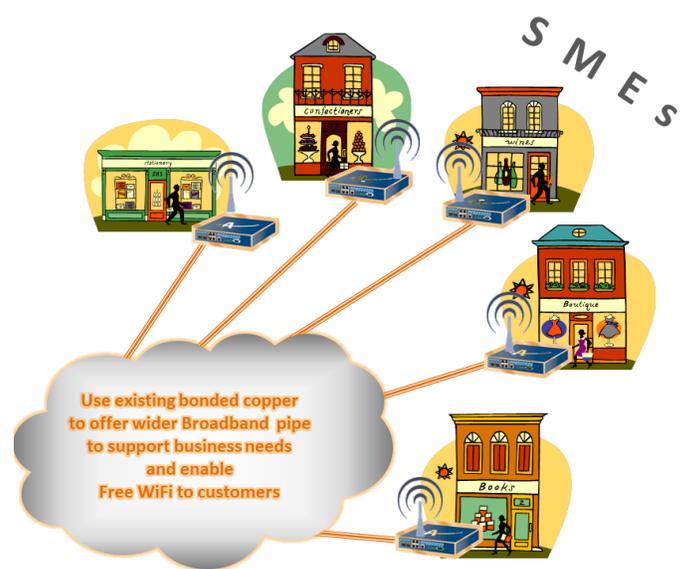
To learn more: [Business Ethernet Solutions for SMEs](#)

High Performance Broadband over Copper