



GATEWAY TELNET SHOWS SMALL TO MID-SIZED BUSINESSES HOW TO OFFER “FREE WI-FI” TO THEIR CUSTOMERS THE RIGHT WAY

SMBs Turn to Gateway TelNet for Best Practices on Attracting Clients

VAN NUYS, CA — September 30, 2014 — Gateway TelNet, an industry leader in unified communications, announced today that the company is educating its customers on a breakthrough development in high-speed wireless Internet, which can increase the number of customers that many small to mid-sized businesses (SMBs) attract. The breakthrough is called Hosted Wi-Fi, which is essentially a private Internet hotspot for SMBs to offer to their customers. By offering customers free WiFi, a business can regulate and optimize Internet data usage and even create a private network for them to use. The overarching benefits of this technology is that it attracts new people to your location, it gets people to stay longer and gives them a reason to come back next time.

With the overwhelming majority of people simply expecting free Wi-Fi everywhere they go, it's no wonder that this technology has taken off. Most business owners simply use the standard Internet provided to them by ISPs, and they're missing out on the high performing Internet connectivity that customers have come to expect. Furthermore, standard Internet lacks safety controls, which can be very dangerous for business owners. For

example, if even one customer visits a dangerous site and contracts a virus, it could spread quickly to the rest of the network. By utilizing Hosted Wi-Fi safeguards like firewalls and blacklisted sites, businesses can eliminate these risks before they become a problem.

The central reason to offer Hosted Wi-Fi to customers is that it increases profitability. The longer that a business has a customer at its location, the greater the likelihood of purchases, brand education and return visits. The value of having a customer at your location is incredible, because businesses have so much time to engage customers and opportunity to influence their purchasing decisions. For example, a café that has Hosted Wi-Fi can provide secure, high-speed Internet for the growing remote worker population. The longer a patron remains at the shop, the more likely they are to buy additional goods and refer friends. Another example, are hotels and motels who simply need to offer Hosted Wi-Fi in order to attract guests in the first place. For many business people this is a “deal breaker” and acts as one of the key factors in their decision to stay at one hotel versus another. This easily overlooked addition to nearly any business can increase revenue and bottom line profitability.

Businesses spend tens of thousands of dollars on building extravagant websites, which only

retain customers for an approximate 10-20 seconds, according to research by Chao Liu and colleagues. When someone visits a physical location, business owners can captivate their attention for hours at a time. Meanwhile, business owners can influence their customers' purchasing decisions the entire time. For its minimal cost, this investment makes sense and it's no wonder businesses are working with A3 Communications to deploy this powerful technology.

ABOUT GATEWAY TELNET

Gateway Telnet Inc. is Southern California's leader in introducing communications technology to the business environment. Even in a difficult economy, Gateway Telnet has found Return on Investment opportunities to allow businesses to increase technology and increase their competitive advantage in the marketplace all at a cash neutral position.

Partnering with TAG National and its 110 affiliates, Gateway Telnet has the unique capability of installing and servicing a variety of cutting edge communications technologies anywhere in the United States while maintaining the finest service program in the marketplace.

For more information on Gateway Telnet, please call (866) 591-GREEN or visit us at www.gatewaytelnet.com.