SHOPPING MALL SOLUTION BACKGROUND

With the growing reliance on smartphones for everyday activities, Wi-Fi has the power to play an important role in the shopping experience. When a brick-and-mortar retailer offers free Wi-Fi, this incentivizes customers to extend their visit, providing the opportunities to explore, discover and make a purchase. TP-Link Business Wi-Fi Solutions empower store owners to create a modern and compelling in-store experience for every customer.

❯ REQUIREMENTS

Performance
Outstanding Wi-Fi performance in a highly dense client environment

Coverage
A consistent wireless connection throughout

Authentication
Access authentication to control which clients can connect

Promotion
Advertisement and promotional content

Management
Simple management and low-cost maintenance

❯ BENEFITS

Performance
With enterprise-level hardware, this solution excels in dense client environments.

Unified SSIDs
Multiple APs share the same SSID and other configurations to deliver a consistent Wi-Fi experience.

Promotion
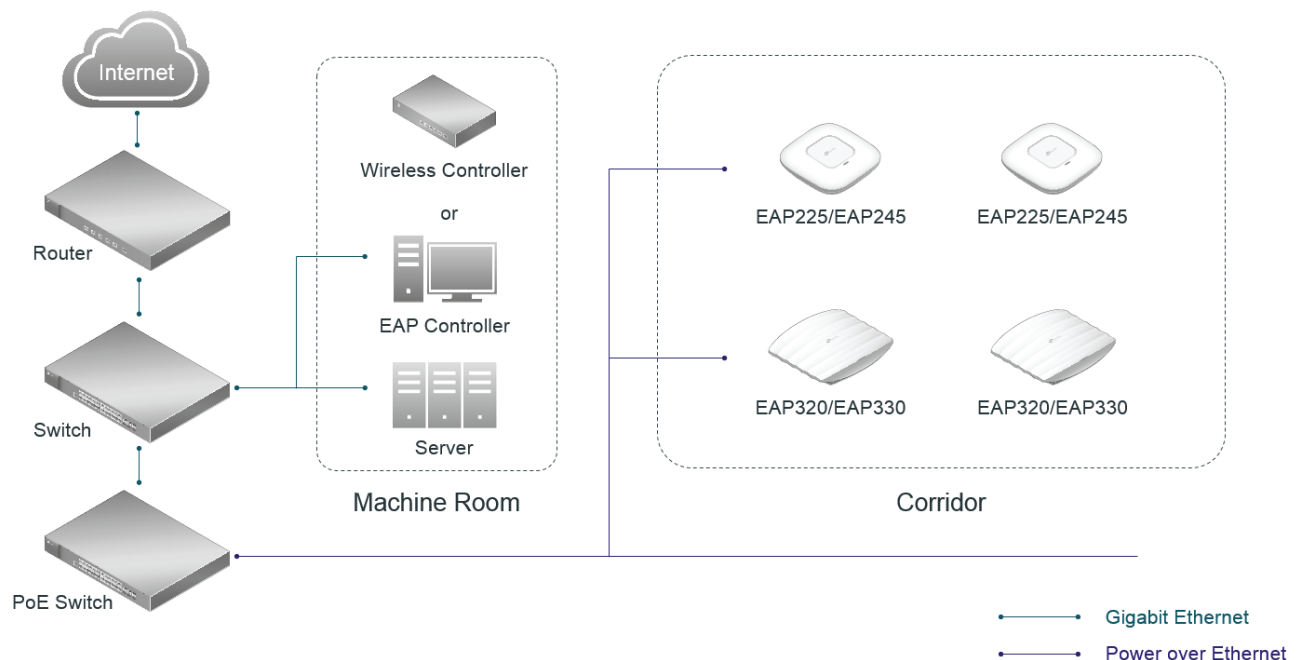Captive portal increases exposure for your store while securing network access for guests.

Security
Business-class routers and switches ensure a secure, reliable connection.

Deployment
PoE support provides total flexibility, eliminating the need for additional electrical power supply cables.

❯ TOPOLOGY

SHOPPING

Internet

Router

Switch

PoE Switch

Wireless Controller

or

EAP Controller

Server

Machine Room

EAP225/EAP245   EAP225/EAP245

EAP320/EAP330   EAP320/EAP330

Corridor

Gigabit Ethernet

Power over Ethernet

RECOMMENDED PRODUCTS

High-Performance/ Medium-Sized Business

Type	Model	Description
Router	TL-ER5120	Gigabit Load Balance Broadband Router
L3 Switch	T3700G-28TQ	JetStream 28-Port Gigabit Stackable L3 Managed Switch
PoE Switch	T2600G-28MPS	JetStream 24-Port Gigabit L2 Managed PoE+ Switch with 4 SFP Slots
Software-Managed Access Point	Controller Software	Free EAP Controller Software
	EAP330	AC1900 Dual-Band Gigabit Ceiling Mount Access Point
	EAP320	AC1200 Dual-Band Gigabit Ceiling Mount Access Point
Hardware-Managed Access Point	Wireless Controller AC500	Wireless Controller that can manage up to 500 CAPs
	CAP1750	AC1750 Dual-Band Gigabit Ceiling Mount Access Point

Cost-Effective/ Small Business

Type	Model	Description
Router	TL-R480T+	Gigabit Load Balance Broadband Router
Smart Switch	T1700G-28TQ	JetStream 28-Port Gigabit Stackable L3 Managed Switch
PoE Switch	T1600G-28PS	JetStream 24-Port Gigabit L2 Managed PoE+ Switch with 4 SFP Slots
Software-Managed Access Point	Controller Software	Free EAP Controller Software
	EAP245	AC1750 Dual-Band Gigabit Ceiling Mount Access Point
	EAP225	AC1200 Dual-Band Gigabit Ceiling Mount Access Point
Hardware-Managed Access Point	Wireless Controller AC50	Wireless Controller that can manage up to 50 CAPs
	CAP300	300 Mbps Ceiling Mount Access Point