



Education
SUPERHIGHWAY

Be an Effective Wi-Fi Buyer

School Wi-Fi Buyer's Guide Overview

Fall 2015



Our Mission

EducationSuperHighway



To upgrade the Internet access in every public school classroom in America so that all students can take advantage of the promise of digital learning

Your Presenters



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Our Work in Georgia

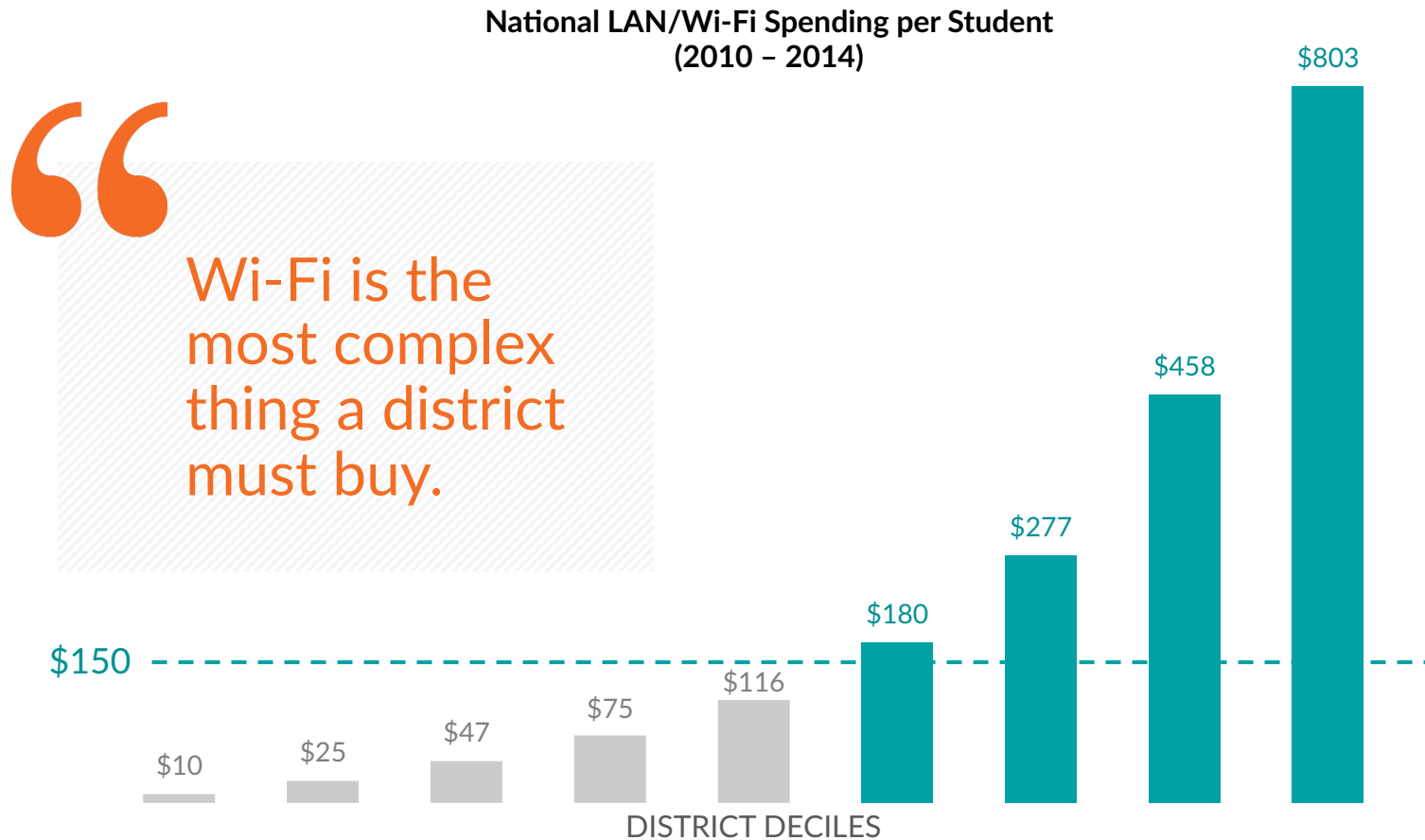
EducationSuperHighway provides districts with resources and trainings designed to help facilitate effective procurement and E-rate budgeting. GOSA has provided this webinar as a learning opportunity for Georgia LEAs. However, the views expressed in this presentation do not necessarily reflect the views of the Governor's Office of Student Achievement and should not be considered an endorsement.

The Opportunity: E-rate Modernization

- New E-rate modernization rules passed by the FCC in 2014 enables schools to afford the network infrastructure they need to support digital learning.
- The FCC commits \$1 Billion every year for 5 years to support Wi-Fi upgrades
- Each district has a budgeted \$150 (pre-discount) per student for Category 2 “Wi-Fi” equipment upgrades, and are eligible to request discounts on purchases up to that amount within the funding year 2015 to funding year 2019 period.
- Category 2 includes (not exhaustive)
 - Wireless APs and controllers
 - Switches
 - Router
 - Firewall
 - Structured Cabling

The Challenge: Ensure Wi-Fi funds are sufficient

- More than half of districts exceed the new \$150/student budget for Wi-Fi



The Solution: Be an effective buyer

- Two factors that can influence how much of that budget you spend
 1. Purchasing the right equipment from the right manufacturer
 2. Spending the right amount for that equipment – competition and negotiation!

Goals for today

1. Understand the **decisions that drive prices** for wireless equipment
2. Share benchmark prices for common equipment
3. Introduce a tool (**The School Wi-Fi Buyer's Guide**) help you buy what you actually need

We want to help you achieve your goal of putting Wi-Fi in the classroom within the FCC budget to support your digital learning initiatives!

Decisions That Drive Pricing

What Drives Pricing?



The Access Point Technology that you choose



The Manufacturer that you choose



How well you Negotiate

Price Guidelines: Technology choice



Average Access Point List Price (Based on Top 6 Manufacturers)

	802.11n	802.11ac (Wave 1)
2 Spatial Streams	\$577	\$689
3 Spatial Streams	\$1,050	\$1,048
Modular	\$1,645	\$1,495

Controller, Licenses, and Maintenance

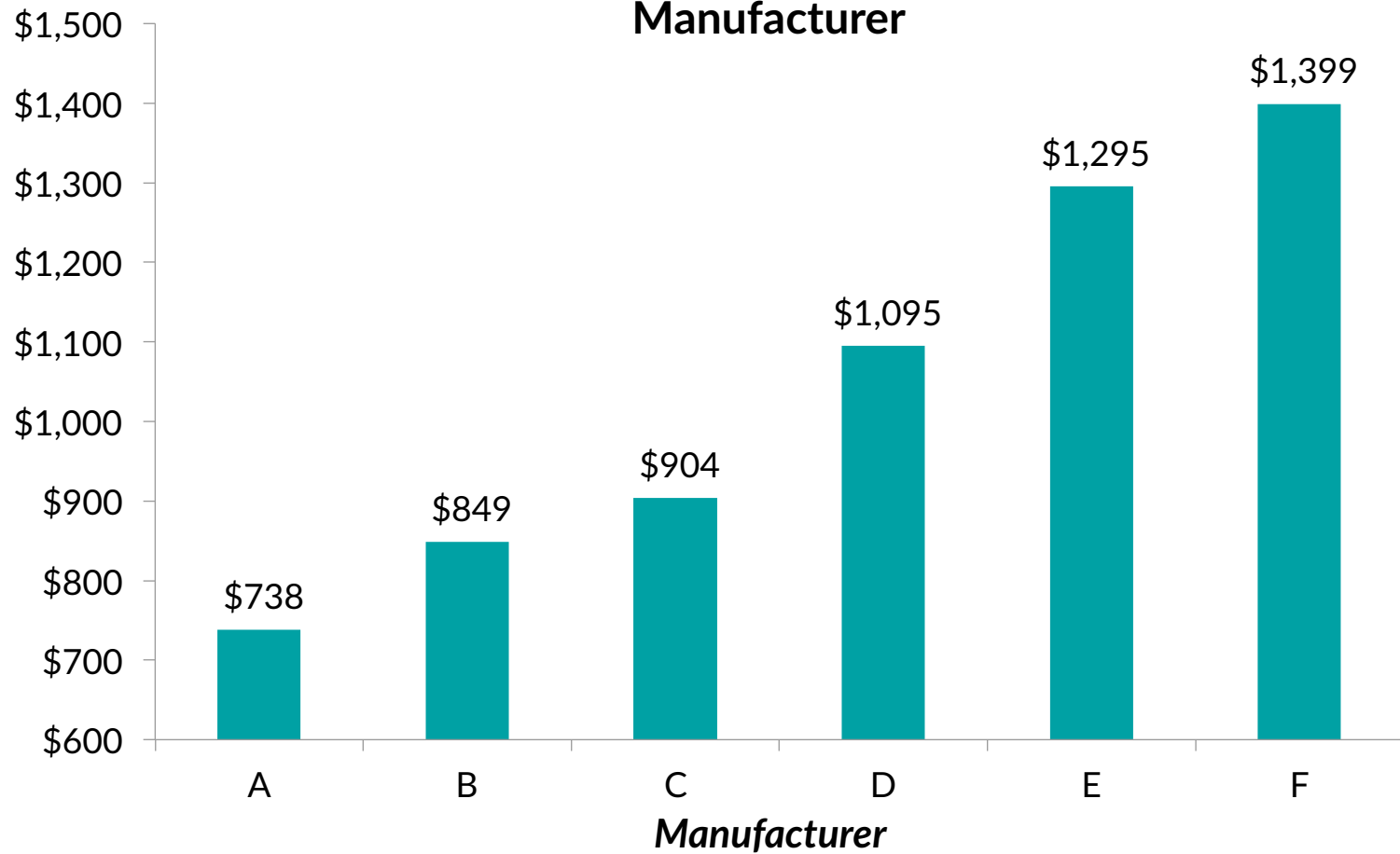
Expect to pay an extra \$100 to \$250 per AP for controller, licenses, and maintenance contracts

- First priority: choose technology such that you can afford one AP per classroom
- Second priority: if your budget allows, future proof with 3 spatial streams
- Choose your AP technology carefully – don't overbuy!

Price Guidelines: Manufacturer choice

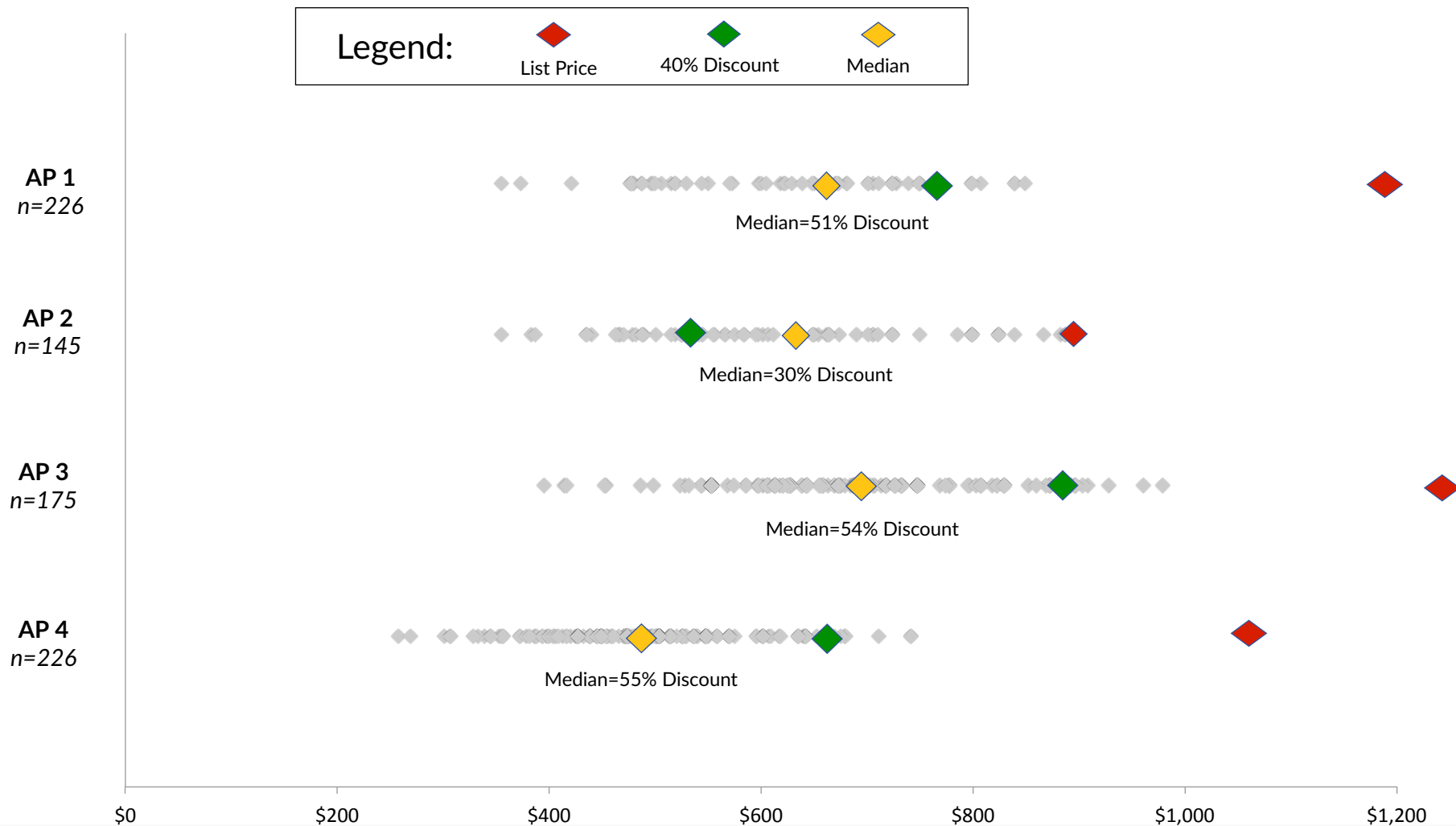


List price for 802.11ac 3x3 Access Points by Manufacturer



Price Guidelines: Vendor Discounts

Price paid by applicants for 802.11ac 3x3 APs - 2015 E-rate data



Price Guidelines: Vendor Discounts



Why the wide variation in pricing?

- Vendor discount level has a huge impact on the final price
- The VAR you work with matters
- Negotiation is extremely important and part of the procurement process
- Competition, competition, competition

If you're not getting 40-50% discount you're not getting a good deal!

School Wi-Fi Buyer's Guide

Learn about wireless solutions and build your RFP requirements list.



UNDERSTAND YOUR WIRELESS OPTIONS

Equip yourself with the knowledge needed to make smart decisions on wireless solutions.

LEARN



CUSTOMIZE YOUR WIRELESS REQUIREMENTS LIST

Create a list of the wireless features your district needs to support digital learning.

BUILD



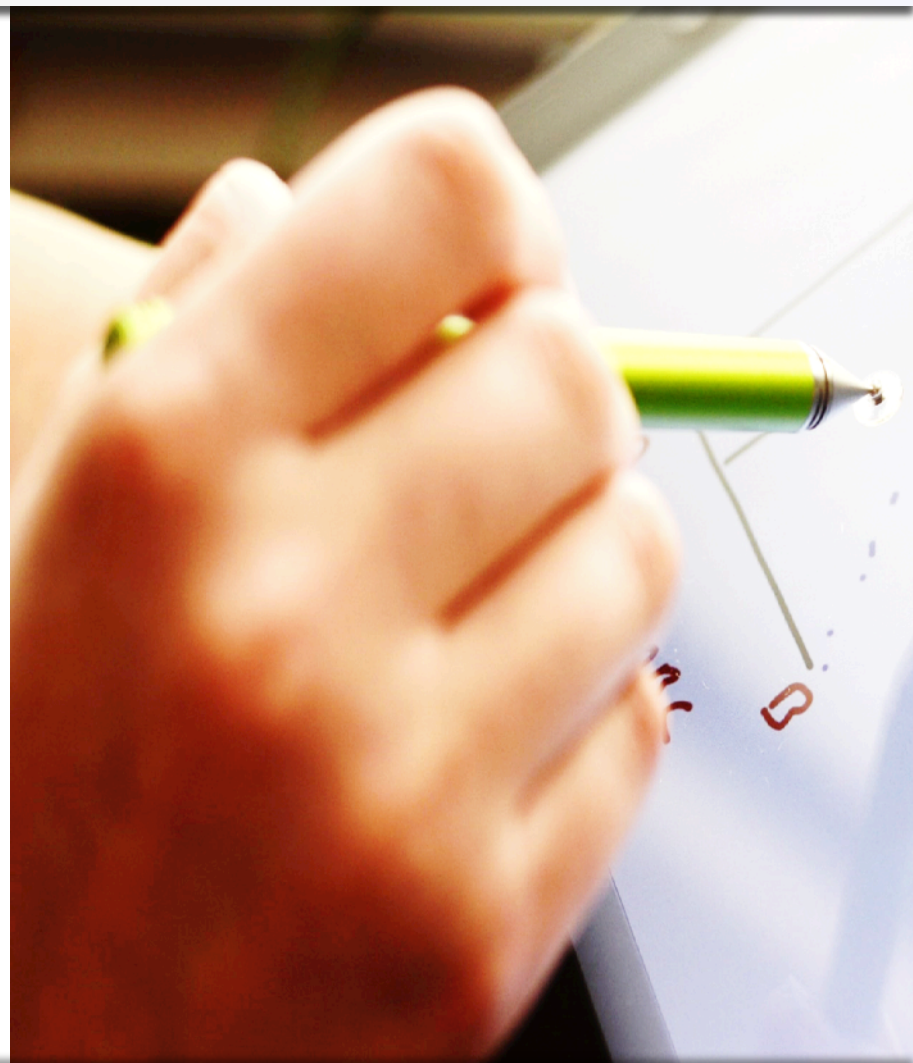
SAVE TIME AND MONEY FOR YOUR DISTRICT

Take steps to procure an appropriate and affordable wireless solution.

PROCURE

Why we created the Guide

- Need to get up to speed quickly
- This tool is an unbiased central repository of K-12 specific information and recommendations
- Help TDs quickly and confidently make decisions and start working through the procurement process



School Wi-Fi Buyer's Guide

Learn about wireless solutions and build your RFP requirements list

Use the guide to make more educated wireless equipment purchases!

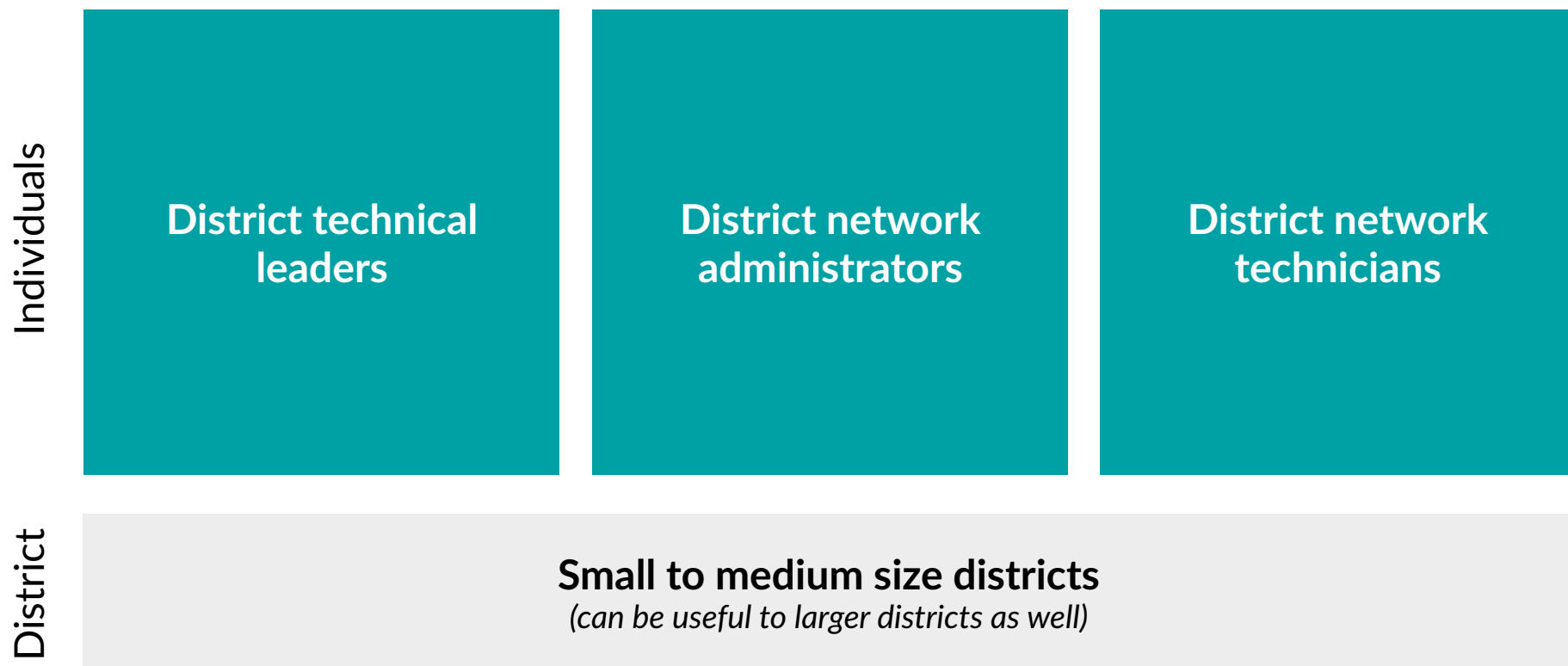
The School Wi-Fi Buyer's Guide provides:

- K12 focused content and recommendations
- Key information highlights to help you make decisions quickly
- Tool to help you compare features across manufacturers
- A tool to help you build a wireless requirements list
- Suggestions on how to engage with wireless equipment vendors
- An actionable checklist for an effective wireless procurement



<http://buyersguide.educationsuperhighway.org/>

Target Audience



High-level Overview



LEARN: Understand your wireless options

- Knowledgebase of Wi-Fi technology and features
- Key information highlights to help you make decisions quickly
- Tool to allow you to compare features across manufacturers



BUILD: Customize your wireless requirements list

- Create a list of the wireless features your district needs to support digital learning
- Use the requirements list to populate your RFP or negotiate with vendors
- Save and share your list



PROCURE: Save time and money for your district

- Take steps to procure an appropriate and affordable wireless solution
- Learn about types of vendors, maintenance and support
- Read strategies on how to lead vendor conversations
- Read tips and tricks on how to save money through the RFP and negotiation stages

Getting Started with LEARN



School Wi-Fi Buyer's Guide

Learn about wireless solutions and build your RFP requirements list.

UNDERSTAND YOUR WIRELESS OPTIONS



Equip yourself with the knowledge needed to make smart decisions on wireless solutions.

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CUSTOMIZE YOUR WIRELESS REQUIREMENTS LIST



Create a list of the wireless features your district needs to support digital learning.

BUILD

SAVE TIME AND MONEY FOR YOUR DISTRICT



Take steps to procure an appropriate and affordable wireless solution.

PROCURE

How this can be used

District stories



Jonathan Judy

Chief Technology and Information
Officer

Tift County Schools

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Getting Started with BUILD and PROCURE



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SAVE TIME AND MONEY FOR YOUR DISTRICT



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PROCURE

How this can be used

District stories



Amy Denman

Technology Director

Madison County Schools

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Questions?

Summary

1. Incredible opportunity for network upgrades
2. We want to help you get the most out of your E-rate budget
3. Contact us with any questions: jen@educationsuperhighway.org
4. Other District Tools on our website: www.educationsuperhighway.org
 1. [Fiber Toolkit](#)
 2. [Network Essentials for Superintendents](#)
 3. Coming soon: Compare and Connect K12

Our Online Tool: The Fiber Toolkit

Schools need fiber connectivity.

We created this toolkit to help you get connected.

Contact us for pro bono help.

Explore Fiber Options for Your Schools

[Learn More](#)

1

Get Started

- › Why Fiber, Why Now
- › K-12 Bandwidth Targets
- › Fiber Success Stories

2

Research Your Options

- › Types of Fiber Services
- › Build vs Buy Comparison Tool
- › Local Provider Search

3

Secure Funding

- › E-rate
- › Community & Consortia
- › Other Funding Sources

4

Purchase & Implement

- › RFP Tips & Samples
- › Vendor Negotiation
- › Deployment & Beyond

Find it:

On the “District” page on
www.educationsuperhighway.org

Or directly at

[http://
fibertoolkit.educationsuperhighway.or
g/toolkit/](http://fibertoolkit.educationsuperhighway.org/toolkit/)



Network Essentials for Superintendents

A guide to kicking off and leading network upgrades

Download *Network Essentials for Superintendents*

- An action-oriented guide to help district leaders kick off and lead network upgrades
- Includes tips for determining bandwidth needs, understanding network costs, and how to get a good deal

For more information:

www.educationsuperhighway.org/networkessentials/

