Business Networking Solutions 2023

TP-Link Business Networking Milestones

2023

Ranks **1st** in **Small-Business Wi-Fi** and **5th** in **Enterprise Wi-Fi** share in units, and **2nd in Enterprise Ethernet Switches** share in ports in Q1, 2023***

2020

Omada SDN launched in Q2

2016

Released Omada Business Wi-Fi, and entered the international business Wi-Fi market

2010

World's No.1 brand in the global WLAN market*

2002

Released their **first managed switch, broadband radio** and series of networking products

1996

TP-Link established

2005

Entered the international market

1998

Developed and produced their first Ethernet switch

2014

Entered the business Wi-Fi market in China Mainland

2019

- Omada EAP sales totaled over 1 million pcs overseas
- Entered Gartner Magic Quadrant**

2022

- **World's No.1 Wi-Fi Products Provider for 12 Years***
- **Omada Pro** Solution launched
- Recognized for **4 consecutive years** in the **Gartner Magic Quadrant****

*Source: IDC Worldwide Quarterly WLAN Tracker

**Source: Gartner, Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, November 2022.

***Source: Gartner, Market Share: Enterprise Network Equipment by Market Segment, Worldwide, 1Q23

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TP-Link Business Networking

Recognized For 4 Consecutive Years

in the Gartner Magic Quadrant for

Enterprise Wired and Wireless LAN Infrastructure

Divizii de business

Consumer | Networking
We bring the latest networking technology to your home

Consumer | Smart Home
We make your life easier and smarter

Enterprise | Solutions
We provide one-stop solutions to boost your business

Enterprise | Business Networking
We connect your business with reliable products

Enterprise | Surveillance
We secure what you care about most

Service Provider
We focus on what carriers need
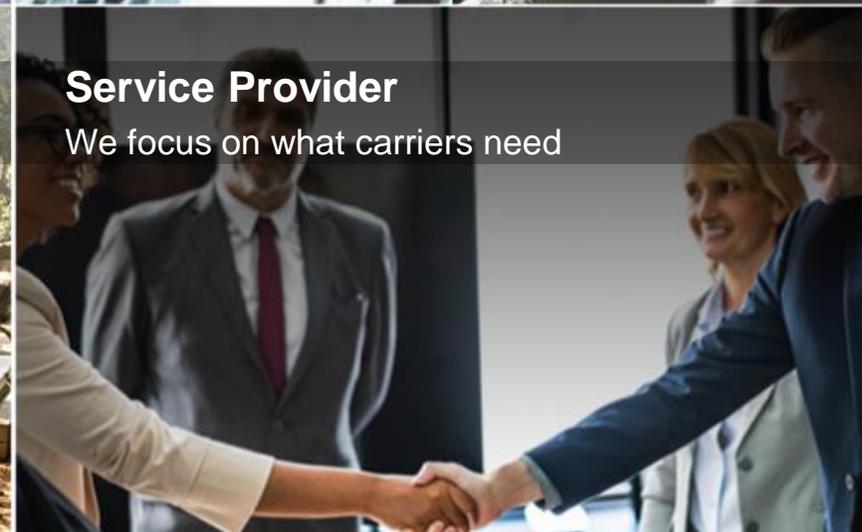
tp-link

TP-Link Romania

➢ **2013 – TP-Link Romania | 10 ANI**

➢ Echipa dedicata sectorului SMB/Enterprise pentru:

  • **Suport Comercial** in proiecte
  • **Suport specializat Presales** pentru identificarea echipamentelor si recomandari tehnice in proiecte
  • **Echipa Aftersales si suport tehnic local** (email, hotline, livechat)

➢ **Traininguri tehnice + Certificari (TPNA, TPNP)**

➢ **Echipamente si solutii demo pentru Partenerii SMB/Enterprise**

➢ **Programe de parteneriat pentru a veni in sprijinul Partenerilor SMB/Enterprise – SI, Reseller** (Conditii speciale pentru proiecte si protectie pret, NFR discount 50-80%, suport pentru activitati de markerting etc)

➢ **Depozit local si hub logistic regional**
  • Stocuri suficiente cu livrare imediata

➢ **Proiecte de digitalizare a IMM-urilor cu fonduri europene**

TP-Link Omada SDN

What is SDN (Software Defined Networking)

SDN is a network with a controller software system as the core to realize automatic deployment of network services and automatic data distribution.

SDN is designed to solve the problem that network deployment for traditional network architecture is complicated, difficult to maintain, and difficult to expand horizontally.

The automation of SDN solution is based on the separation of network data transfer and control, through centralized control and centralized policies of devices.

Traditional Complex Network

VS.

SDN

Centralized monitoring and management

Cloud
Centralized Controller
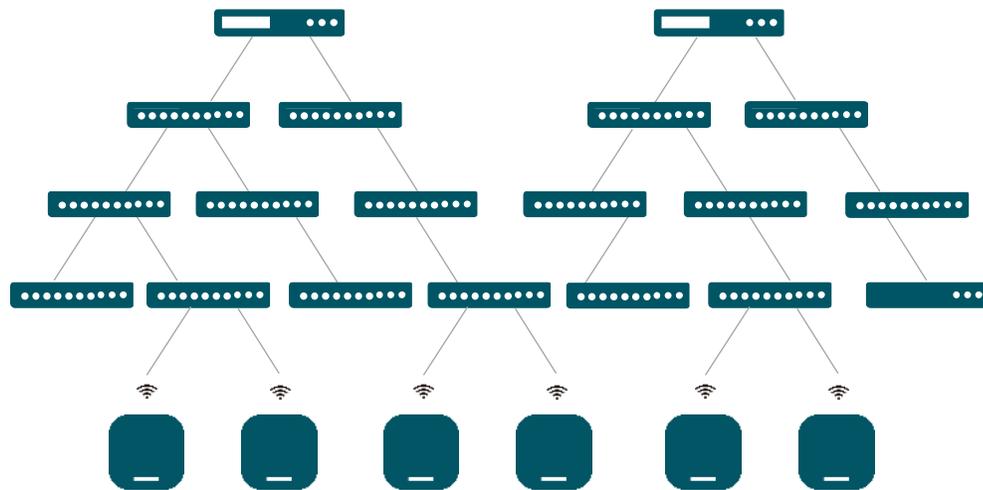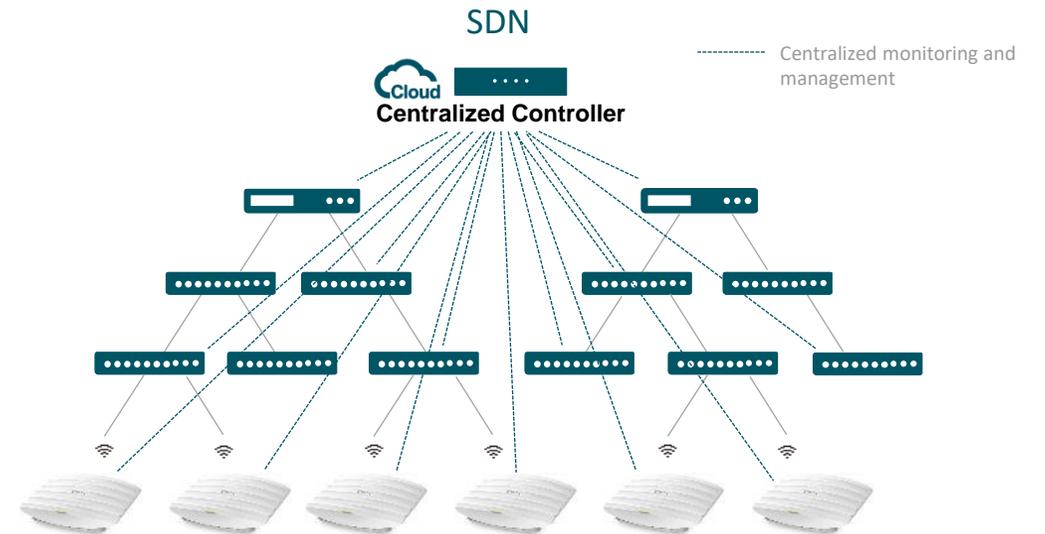
Omada Means a One-Stop Solution with Comprehensive Product Options

The Omada solution is equipped with various products for more flexible network options.

Omada Controllers

Cloud-Based Controller
Unlimited Scale

Software Controllers
Unlimited Scale

Hardware Controllers
Depends on Models*

- OC200: ≤ 100 APs + 20 Switches + 10 Routers
- OC300: ≤ 500 APs + 100 Switches + 100 Routers
- OC400: ≤ 1000 APs + 100 Switches + 100 Routers (TBD)

Omada Access Points
- Ceiling Mount / Wall Plate / Outdoor / Wireless Bridge / High-Density
- 10G / 2.5G / GE / FE Ports
- Wi-Fi 7 / 6E / 6 / 5 / 4

Omada L3/L2+/L2 Managed / Smart Switches
- Core / Aggregation / Access Switches
- 25G/ 10G / 2.5G / GE / FE Ports
- PoE++/PoE+/PoE

Omada Routers
- 10G / 2.5G / GE
- Wired / Wireless / 4G+ LTE
- SSL / Wireguard / IPSec VPN / OpenVPN

Easy Smart & Unmanaged Switches
- 10G / 2.5G / GE / FE
- PoE++/PoE+/PoE
- Rackmount / Desktop / Wall-Mounting

Accessories
- 10G / 1G SFP Modules
- Media Converters
- PoE Adapters
- SFP Cables

Omada — The Smarter Cloud Solution for Business Networking

TP-Link Omada provides one-stop access to high-quality services and high-performance products for small and medium-sized businesses, integrating complete network devices such as access points, switches, and routers. It's ideal for use in hotels, offices, retail, schools, and more.

Long-Range Outdoor Access Point

Long-Range Outdoor Access Point

Outdoor AP

Wall Plate AP

Ceiling Mount AP

On-Premises Controllers

Omada Hardware Controller

Or

Omada Software Controller

Omada PoE Switch

Or

Omada VPN Router

Cloud Access

Internet

Omada Cloud-Based Controller
(Subscription Required)

Web Browser   Omada App

Omada
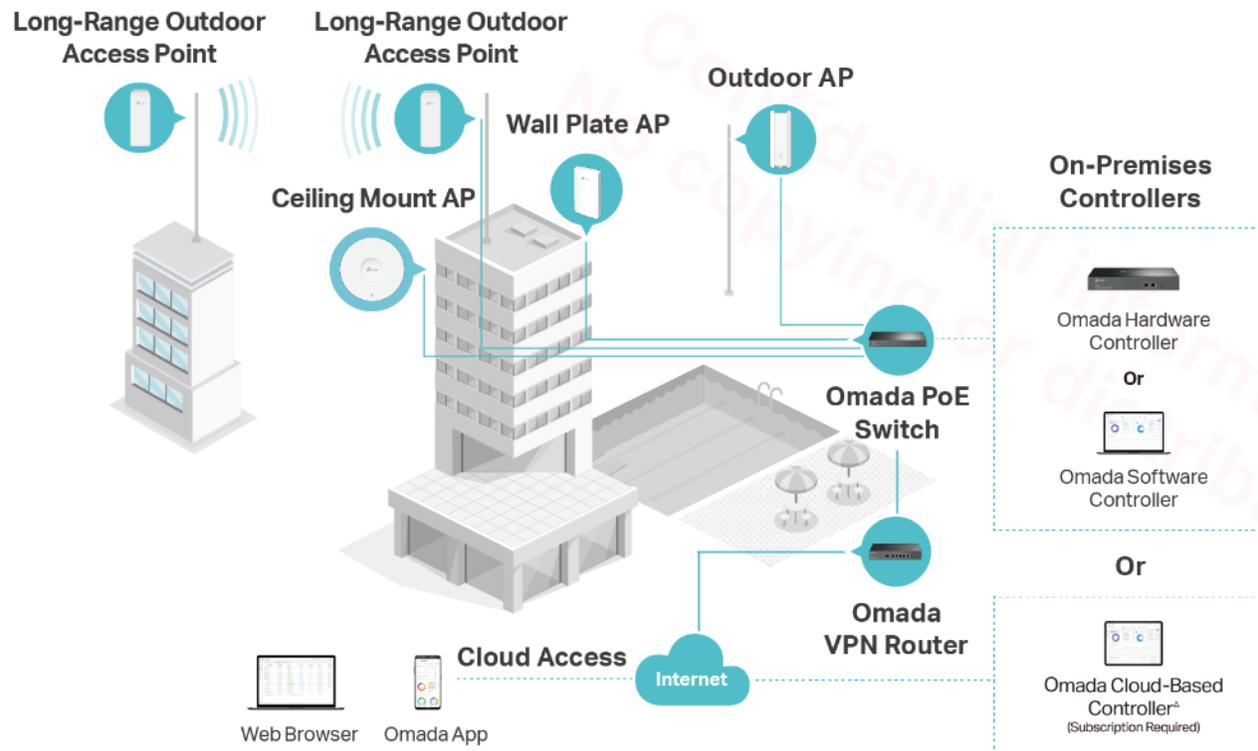
B2B Focused Brand

Software-Defined Networking (SDN)

Full Line Controllers, APs, Switches (PoE and Non-PoE), Routers, and Accessories

Centralized Multi-Site Cloud Management

Higher Efficiency, Higher Reliability, and Higher Security

Cloud Management with the Omada App

Follow configuration instructions on the free Omada app to get set up in minutes. The Omada app lets you configure settings, monitor the network status, and manage clients, all from a phone or tablet.

Cloud Access to
Centralized Management

Real-time Monitoring
and Management

Standalone
Management

Scenario-Based Design

Specially-Designed Access Points for All Kinds of Environments

High-Density Scenarios

Wi-Fi 7 / 6E / 6 / 5 Access Points

EAP660 HD

EAP620 HD

Wide Area Coverage

Ceiling Mount Access Points

EAP773

EAP683 LR

Outdoor Environments

Outdoor Access Points

EAP625-Outdoor HD

EAP215-Bridge KIT

In-Room Wi-Fi

Wall Plate Access Points

EAP655-Wall

EAP615-Wall

Aginet

Reliable. Flexible. Connected.

Aginet is committed to providing flexible products, agile and pragmatic solutions, and incomparable services. We provide the best performance for any budget with a wide range of carrier-grade products for high-speed broadband connectivity and home Wi-Fi coverage. These products include Wi-Fi routers, whole home mesh Wi-Fi systems, xPON OLTs, xPON ONTs, xDSL modem routers, and 4G/5G routers.

Aginet Solution

End-to-End Wi-Fi Management Solution for ISP

TP-Link's Aginet Solution includes TAUC (TP-Link Aginet Unified Cloud) solution, Aginet ACS solution, Aginet Config and Aginet App. It provides ISPs with a fully-functional Wi-Fi management platform. ISPs can easily reduce operational costs and gain maximum profit with the highly powerful and flexible solution.

Aginet Solution Overview

Management System

Aginet ACS
One-stop TR-069 remote management platform.

TAUC
Manage Wi-Fi services for the connected home via the cloud *(developing)*

Configuration Tool

Aginet Config
An ISP tool to set your own default settings.

Application

Aginet App
End users can manage their network through smartphone and tablet.

Managed Products

Wi-Fi Routers

Mesh Wi-Fi Systems

xDSL Modem Routers

xPON Routers

4G/5G Routers

Benefits and Key Features of Aginet ACS

Benefits

TP-Link Aginet ACS helps ISPs reduce on-site support by performing operations, diagnosis, and maintenance remotely, and facilitate extensive automation to reduce operation costs.
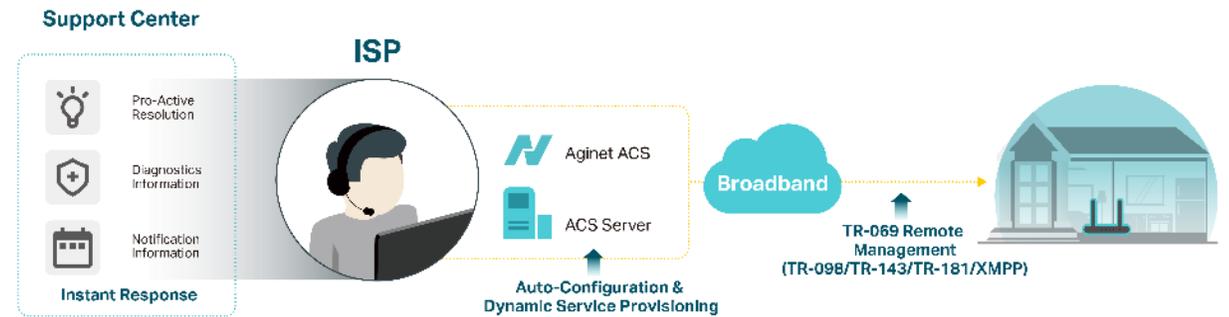
Features

Manage up to 100K CPEs

TR-181 Support

Wi-Fi 6 Menu Configuration

Behind-NAT Management

Neighboring AP Survey Visualization

Remote Firmware Batch Update

Multi-Role Account

Performance Test

*Aginet ACS is preset with normal version license, it can be scaled up by applying for new licenses.

Benefits and key Features of Aginet Config

Benefits

- Generated customized configuration of devices in batches
- Maintain default configuration after device reset
- Upgrade all devices to the latest firmware at once
- Easy to configure without special equipment

Features

The Aginet Config enables ISPs to customize the default settings of devices one at a time or in batches. The flexible settings include adding a logo, WAN connection type, SSID, password, time zone, and language. It also helps ISPs to upgrade firmware for a batch of devices.

General Config
Easily pre-set the default configuration of devices according to your requirements.

Logo and Favicon Config
Change the configuration page with your own logo and favicon.

Specific Config
Set specific configurations for individual devices. EffoRealtekessly configure different settings with an individual network name and password for each router.

Keep New Defaults in Devices
Once the configuration process is completed, the settings will become the default. Devices will return to the settings you configured when you press the reset button. This allows ISPs to quickly create a custom product and permanently save the settings on the device.

Easily Apply Settings to Multiple Devices
Apply customized default configurations via batch mode to multiple devices at once—no specialized equipment required.

Batch Firmware Upgrade
ISPs can update the firmware for different models all at once--no specialized equipment required. Their clients can also enjoy the improved performance and features the new firmware provides.

Benefits of Aginet App for ISPs and Their Customers

- End users can manage and control their network and devices through smartphones and tablet, and easily run network diagnosis for troubleshooting.

- ISPs can reduce their operation and maintenance costs and display their brands for marketing purposes.

- **Ease of use**

The device is easy to connect and configure thanks to the intuitive interface. Aginet app also integrates common network management modules, user can manage their network anytime, anywhere.
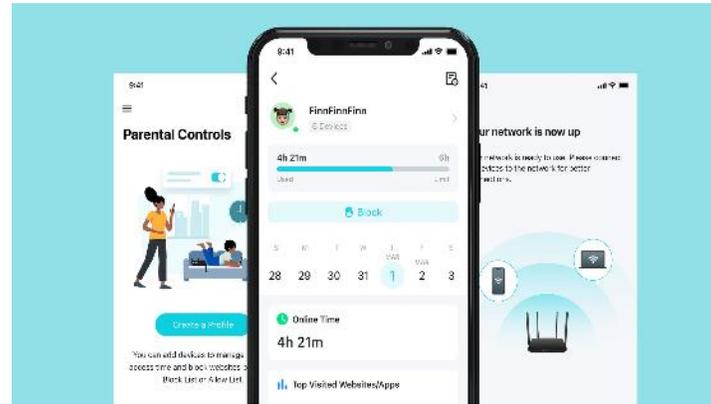
- **Rich family functions**

Aginet app help the user control their internet traffic, block inappropriate and risky websites, offering the children and the whole family a safe online environment.

- **Visualization**

The network topology map is visualized on the Aginet app, making it convenient for accurate network management and troubleshooting.

Benefits of Aginet App for ISPs and Their Customers

- End users can manage and control their network and devices through smartphone and tablet, and easily run network diagnosis for troubleshooting.

- ISPs can reduce their operation and maintenance costs and display their brands for marketing purposes.
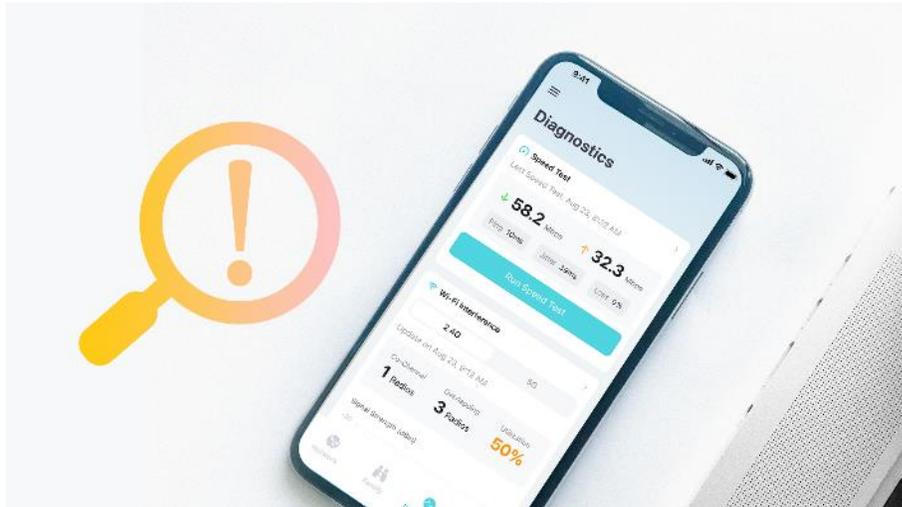
- **Network diagnosis**

In the event of a fault, Aginet app can automatically detect possible problems and provide corresponding solutions. It reduces the operator's operation and maintenance costs, while helping users solve the problem faster.

- **ISP co-branding**

Aginet app support brand customization, ISP cand display their logo to expand their brand awareness, and their contact information to keep connected with their customers.

Noutati TP-Link

Wi-Fi 7

Wi-Fi Like Never Before

The World's **FIRST** Vendor to Release

Full Home & Enterprise Wi-Fi 7 Products

What Wi-Fi 7 Brings

4.8× Faster

Extremely high throughput up to 46 Gbps
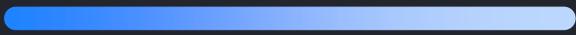
Wi-Fi 7
(802.11be) — **46** Gbps

Wi-Fi 6
(802.11ax) — **9.6** Gbps

Wi-Fi 5
(802.11ac) — **6.9** Gbps

100× Lower Latency*

Worst Case Latency is 100× better compared to Wi-Fi 6 with 15× better AR/VR performance.

5× Network Capacity*

With 320 MHz and MLO (Multi-Link Operation), Wi-Fi 7 provides up to 5× greater capacity than Wi-Fi 6.

*Data is from semiconductor companies. Maximum wireless signal rates are the physical rates derived from IEEE Standard 802.11 specifications. Actual wireless data throughput and wireless coverage are not guaranteed and will vary as a result of network conditions, client limitations, and environmental factors, including building materials, obstacles, volume and density of traffic, and client location.

tp-link

What's Different from the Previous Generations?

	Wi-Fi 4	Wi-Fi 5	Wi-Fi 6	Wi-Fi 6E	Wi-Fi 7
Launch Date	2007	2013	2019	2021	2024 (expected)*
IEEE Standard	802.11n	802.11ac	802.11ax		802.11be
Max Data Rate	1.2 Gbps	3.5 Gbps	9.6 Gbps		46 Gbps
Bands	2.4 GHz, 5 GHz	5 GHz	2.4 GHz,5 GHz	2.4 GHz, 5 GHz, 6 GHz	2.4 GHz, 5 GHz, 6 GHz
Channel Size	20, 40 MHz	20, 40, 80 80+80, 160 MHz	20, 40, 80 80+80, 160 MHz		Up to 320 MHz
Modulation	64-QAM	256-QAM OFDM	1024-QAM OFDMA		4096-QAM OFDMA (with extensions)
MIMO	4×4 MIMO	4×4 MIMO, DL MU-MIMO	8×8 UL/DL MU-MIMO		16×16 UL/DL MU-MIMO
RU	-	-	RU		Multi-RU
MAC Layer	-	-	-		Multi-Link Operation (MLO)

*2024 (expected) refers to that the Wi-Fi 7 standard is expected to be officially launched in 2024, while the draft versions are launched in these years. TP-Link Wi-Fi 7 product releases began in 2022.

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omãda Wi-Fi 7

Break Through the Boundaries of Your Business

| EAP783 | EAP770/ EAP773 |

BE22000 Ceiling Mount Tri-Band Wi-Fi 7 Access Point

BE11000 Ceiling Mount Tri-Band Wi-Fi 7 Access Point

6 GHz
Tri-Band Wi-Fi 7 Speeds up to 22 Gbps*

10G
Two 10G Ports

6 GHz
Tri-Band Wi-Fi 7 Speeds up to 11 Gbps*

10G
One 10G Port

PoE
Flexible DC/PoE Power Supply

Cloud
Centralized Management

Auto
Auto Channel Selection and Power Adjustment

Bluetooth

Omada Mesh and Seamless Roaming

*Due to regulatory limits on spectrum, the 5 GHz band of the EU version product cannot have 240 MHz bandwidth, hence the theoretical speeds of the EU version in the 5 GHz band is ~67% of the corresponding US version.

TP-Link | VIGI

VIGI — Security Never Shuts Down

What is VIGI?

VIGI /ˈvɪdʒɪ/ is devoted to ensuring the safety of your business with reliable products and professional solutions. TP-Link created VIGI to develop its business overseas in the video surveillance market. Based on TP-Link's rich experience in the domestic surveillance and global networking markets, VIGI has gained trust from distributors and customers, and has supplied products and services to more than **36** countries and regions within just one year.

What does VIGI mean?

TP-Link's VIGI comes from "Vigilance", which denotes constant awareness and alertness necessary to secure premises. The name demonstrates our commitment to providing continuous, structured watchfulness with a professional and reliable security approach.

Integrated Networking and Surveillance Solutions

Solution Overview

TP-Link's integrated network and video surveillance solution is designed to provide robust security and surveillance capabilities to keep your business safe. It is an all-in-one system that combines high-performance network equipment with powerful video cameras to provide an end-to-end security system that can be monitored remotely.


VIGI Cameras

IR IPC   Full-Color IPC   ColorPro IPC

Business Wireless Devices

Wi-Fi 7 AP   Wi-Fi 6 AP

VIGI NVR & NVD

PoE NVR   NVD

None-PoE NVR

VPN Routers   **Business Routers & Switches**   1G/2.5G/10GE L2+ Switches

PoE Switches   1G/2.5G/10G/25GE L3 Switches
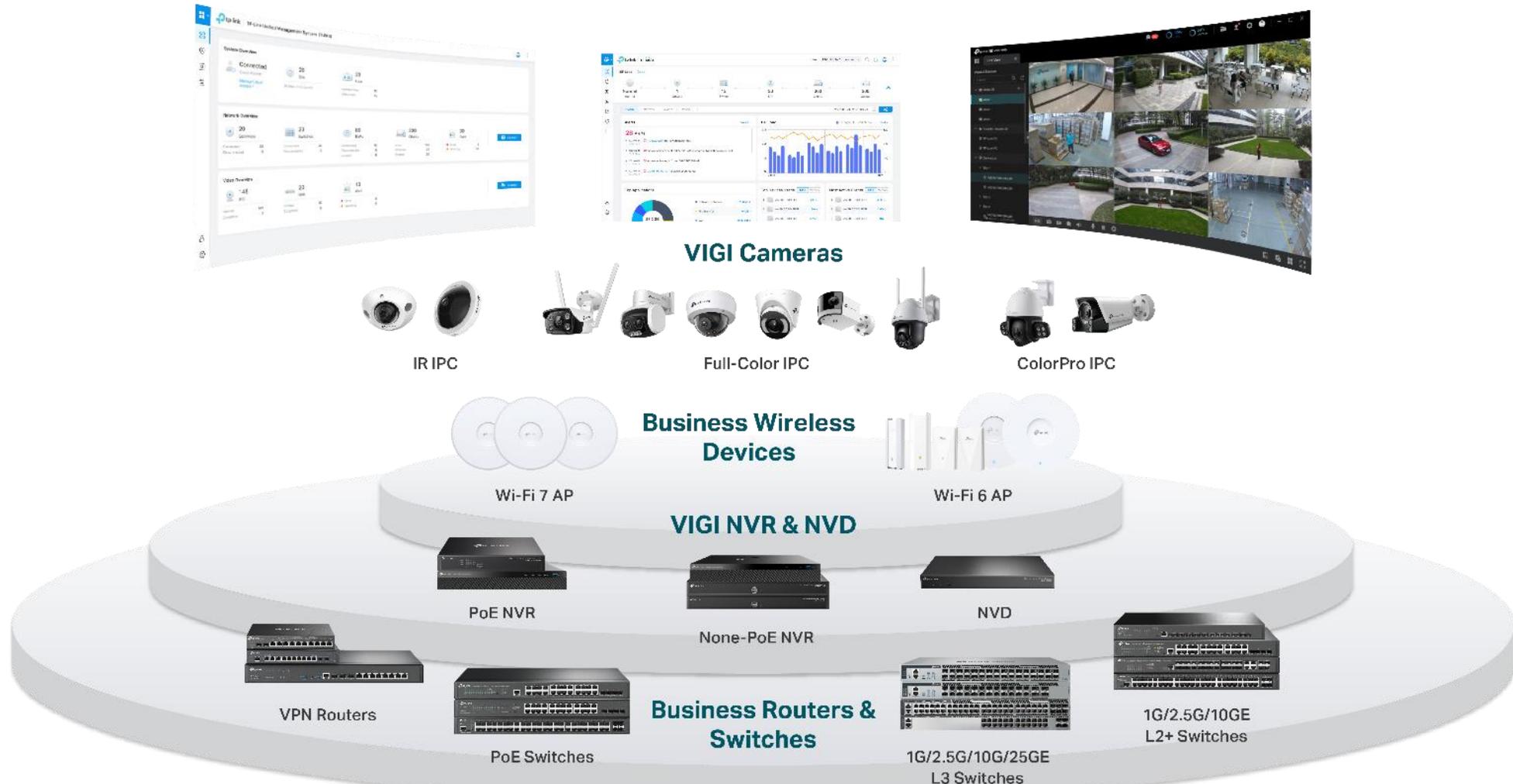
Camera Features

AI Detection

Human & Vehicle Classification-How It Works?

◆ **Pain Points**: Conventional security cameras can't smartly distinguish human and vehicle targets among other objects. As a result, plenty of false alarms will be caused by an animal, a shadow, or other natural occurrences. You have to spend time checking alarms one by one, potentially delaying response to a real alarm.

◆ **Highlights**: Human & vehicle classification will accurately detect vital events and take action with intelligent recognition of human and vehicles, instead of flying insects, small animals, and leaves.

Detect

Analyze

VIGI Products

VIGI AI Algorithms

Object

Human

Vehicle

Tree   Pet

Customized Alarm Rules

Triggered by Human → Alarm

Triggered by Vehicle → Pass

Triggered by Human → Pass

Triggered by Vehicle → Alarm

Triggered by Human/Vehicle → Pass

Alarm

Handl
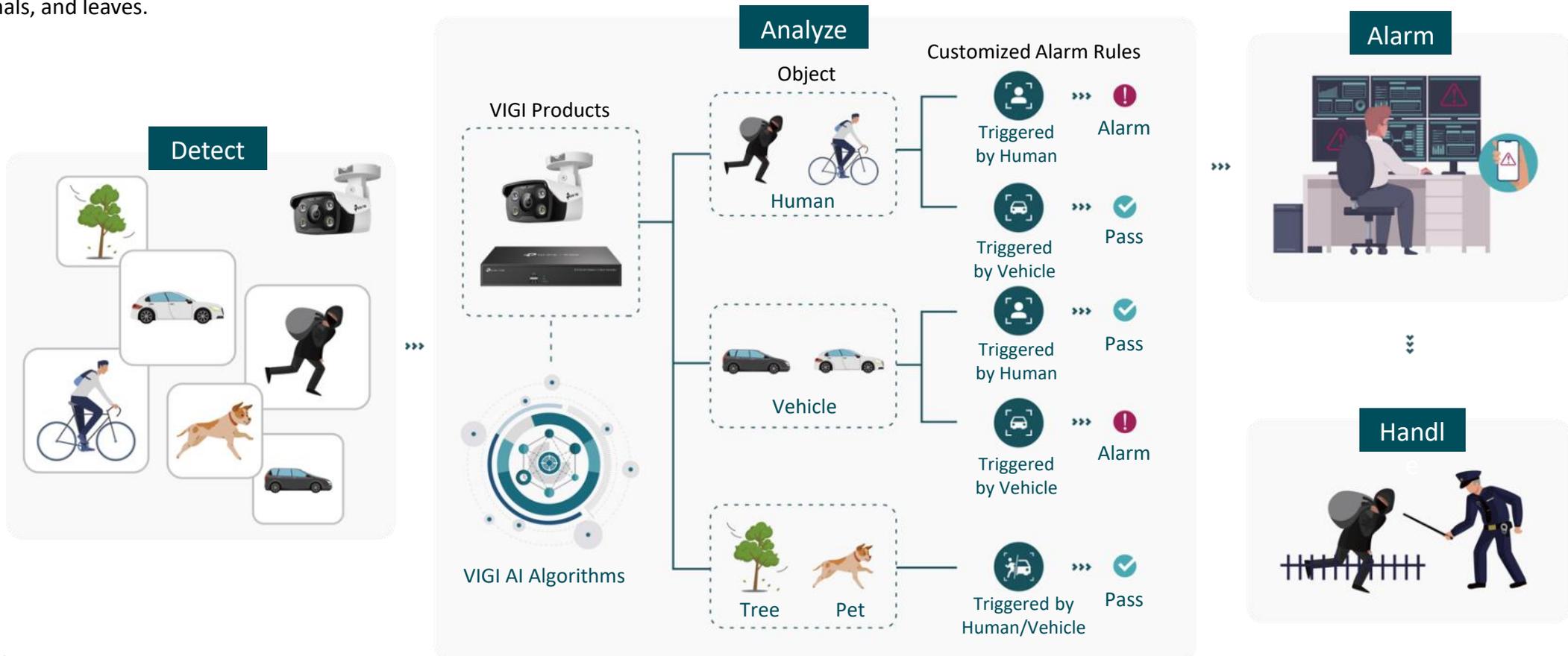
Camera Features

AI Detection

Cross-line Detection

◆ **Highlights**: Set a virtual boundaries in restricted areas and receive an alert anytime a person or vehicle crosses it from either or both directions.
◆ **Advanced Parameters**: Object type (person or vehicle), record schedule, crossing direction, and alarm sensitivity.
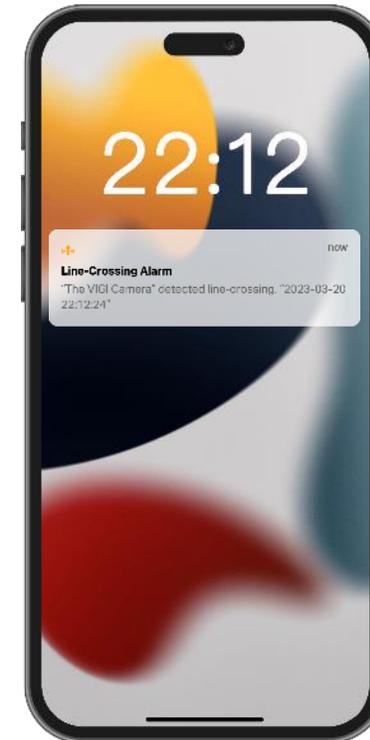
*This image was captured by VIGI C340S

AI Detection

Object Removal Detection

◆ **Highlights**: Efficiently protect valuables without any human monitoring. You will be instantly informed if the protected object is removed for a preset time limit, allowing you to take immediate action to stop further property damage. This is very helpful for monitoring some certain scenarios, like retail stores and warehouses, to catch the shoplifters or detect the missing of valuable objects.

◆ **Advanced Parameters**: Region setting (Up to 4 regions and support irregular quadrilateral), detection type (only object removal, only object abandoned, or both), time threshold, record schedule, and alarm sensitivity.

*This image was captured by VIGI C340S
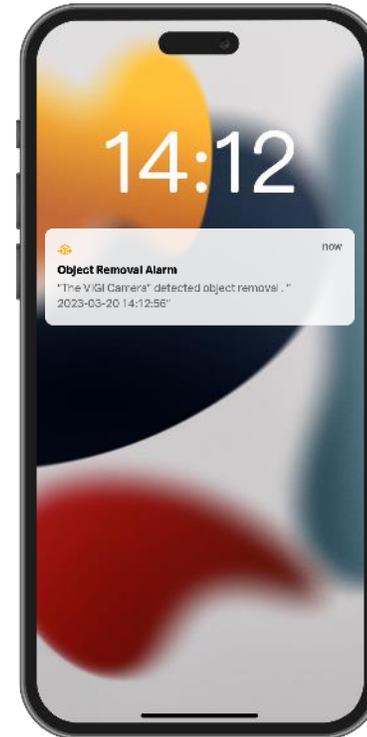
Camera Features

AI Detection

- **Highlights**: Accurately detects objects left unattended for a preset time limit in public places, such as train stations, hotel lobbies, and entrances and exits, then instantly notifies you to deal with them.
- **Advanced Parameters**: Region setting (Up to 4 regions and support irregular quadrilateral), detection type (only object removal, only object abandoned, or both), time threshold, record schedule, and alarm sensitivity.
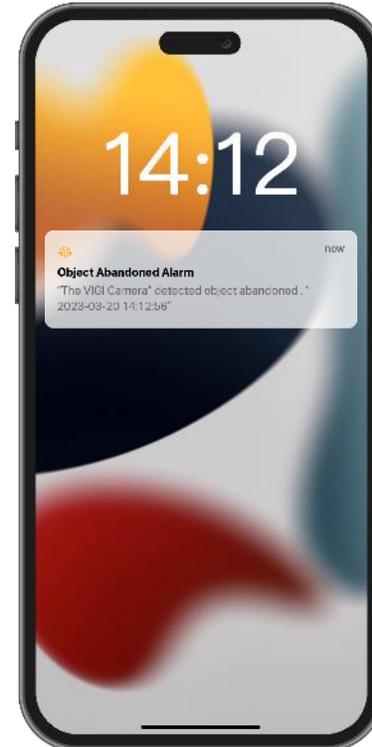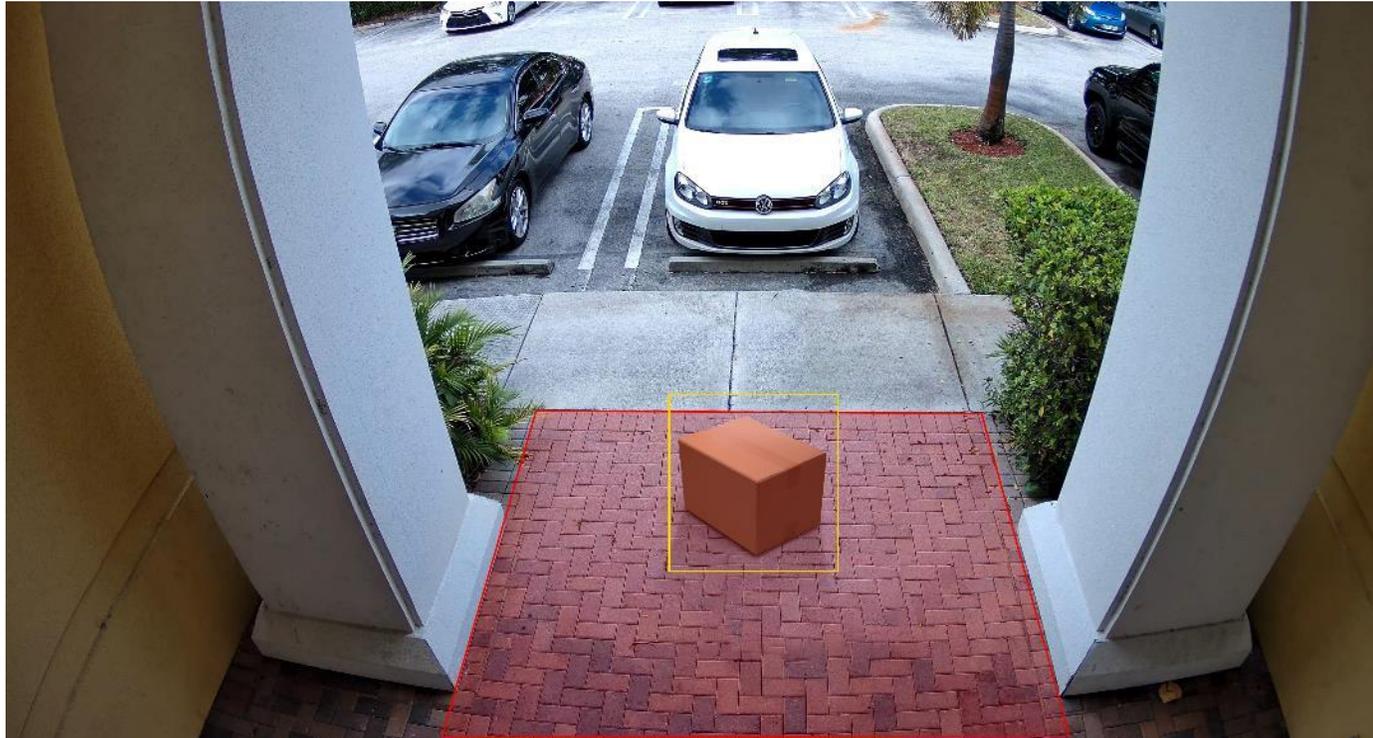
Camera Features

AI Detection

Region Entering Detection

◆ **Highlights**: Enable the region entering detection in some areas where people or vehicles are not permitted to enter. Flexibly set customized protected regions and receive alerts anytime a person or vehicle enters the regions.

◆ **Advanced Parameters**: Object type (person or vehicle), record schedule, and alarm sensitivity.

*This image was captured by VIGI C340S
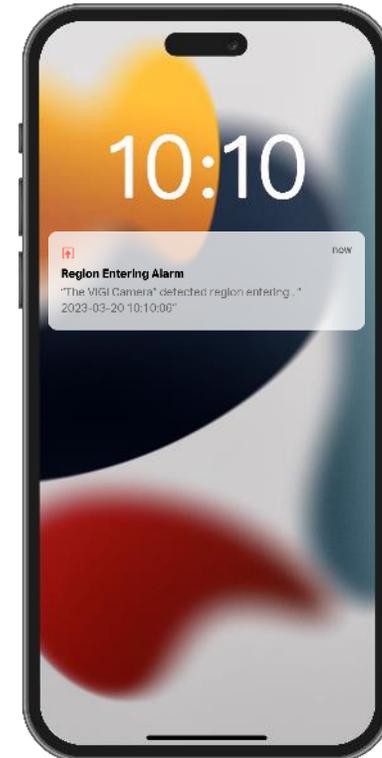
Camera Features

AI Detection

Region Exiting Detection

◆ **Highlights**: Region exiting detection is useful for scenarios like staff or student departure monitoring. For example, cashiers are not allowed to leave the register without reasons during work hours. To prevent this from happening, you can freely set customized focused regions at the cash register. So you will receive instant notifications once VIGI cameras detect cashiers leaving the register during work hours.

◆ **Advanced Parameters**: Object type (person or vehicle), record schedule, and alarm sensitivity.
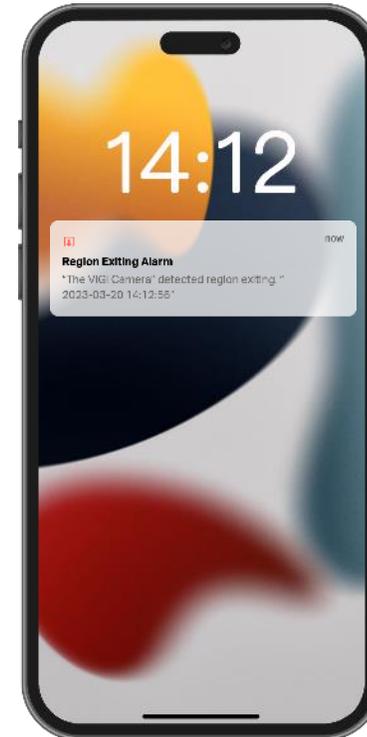
Camera Features

AI Detection

Loitering Detection

Detects whether a suspicious individual is loitering in an area for a pre-determined period of time and provides advanced warnings for the event. This feature can efficiently prevent some potential security issues from happening like theft in certain places (ATMs, checkouts, hotel lobbies, warehouse, etc).

*This image was captured by VIGI C340S

Full Lightning-Fast 10G Wired and Wireless Connections

10G Router

Full 10G Fiber Switch

Core Server / NAS

PoE Switch with 10G Uplink

Wi-Fi 7 / 6E / 6 Access Points with 10G or 2.5G Ports

Switch with 10G Uplink

Connecting PoE Devices, Hassle-Free

Connecting Wi-Fi 7/6E/6 APs with 10G or 2.5G PoE Switch

Lightning-Fast Wired Connections
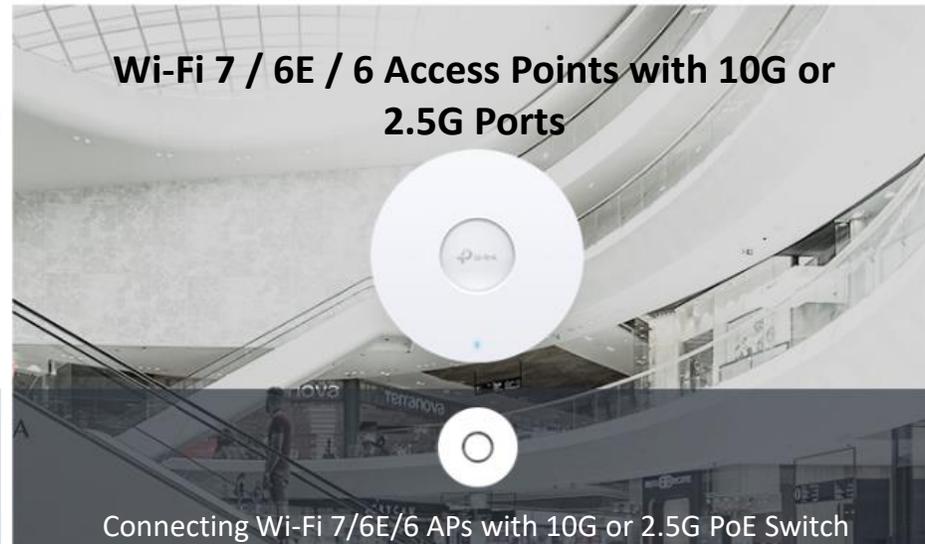
Enterprise 10G Gateway Ensures Fast Connectivity

The Omada VPN router with 10G ports supports high-bandwidth aggregation connectivity. Featuring two 10G SFP+ ports (1 WAN, 1 WAN/LAN), it is ideal for enterprise-level businesses, schools, hotels, and large-scale deployments.

10G/2.5G Multi-Gigabit Managed Switches

TP-Link's 10G multi-gigabit managed switches are equipped with 10 Gbps fiber, 10 Gbps copper, or 2.5 Gbps copper ports. This flexibility provides maximum performance and low latency. Easily establish reliable and lightning-fast connections to Wi-Fi 7/6E/6 access points, storage servers, and other switches and devices.
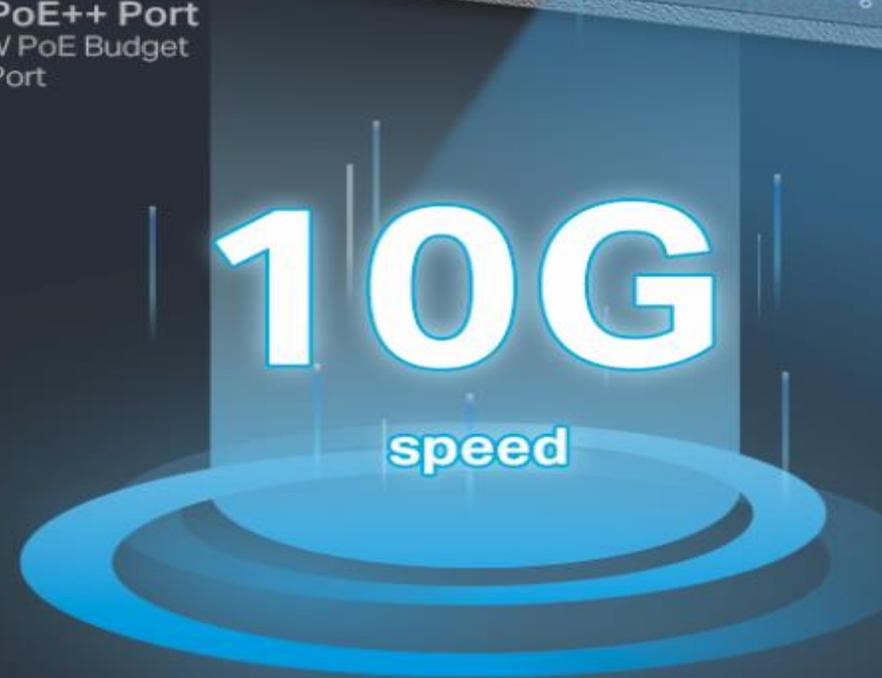
Find the Best 10G/Multi-Gigabit Managed Switch for You

Managed switches with 10G fiber, 10G copper, or 2.5 Gbps copper are available to fit many deployment scenarios. They provide high performance, scalability, and cost-effectiveness that business customers need from their 10G/multi-gigabit networking solutions.

Full 10G Fiber	10G Copper with 10G Fiber Uplink	2.5G Copper with 10G Fiber Uplink	Gigabit Fiber or Copper with 10G Fiber Uplink
• Up to 16/8× 10G SFP+ Ports • L2+ Features • Built for Use in Aggregation Layers	• 4× 10GE PoE++ and 2× 10G SFP+ Ports • 802.3af/at/bt PoE++ with 200 W PoE Budget • L2+ Features • Designed for Connecting Wi-Fi 7/6E/6 Access Points with 10G Ports, 10G NAS, and More.	• 8/16/24× 2.5GE Ports • 2/4× 10G SFP+ Uplink Ports • 802.3af/at/bt PoE output • L2+ Features • Built for Connecting Wi-Fi 7/6E/6 Access Points with 2.5G Ports, 2.5G NAS, and More.	• Up to 48/24× Gigabit + 4× 10G SFP+ Ports • Optional PoE+ and Non-PoE Switches • L2+ Features • Designed for Connecting Access Points, IP Cameras, IP Phones, Wired Devices, and More.

Multi-Gigabit Unmanaged Switches Open Up New Possibilities

Omada's unmanaged switches with 10GbE or 2.5GbE provide more agility for high-speed connections. They are ideal for small and home offices, gaming set-ups, LAN parties, and home entertainment. Their plug and play design makes setting up a breeze.

DS1008X

Omada 8-Port 10G Multi-Gigabit Desktop/Rackmount Switch

DS105X

Omada 5-Port 10G Multi-Gigabit Desktop Switch

DS108G-M2

Omada 8-Port 2.5G Multi-Gigabit Desktop Switch

DS105G-M2

Omada 5-Port 2.5G Multi-Gigabit Desktop Switch

Unlock the Real Wi-Fi 7/6E/6 with 10GbE or 2.5GbE PoE Ports

Omada Wi-Fi 7 / 6E / 6 access points provide blazing-fast business Wi-Fi. 10GbE or 2.5GbE ports match the full bandwidth potential of Wi-Fi 7 / 6E / 6 speeds.

EAP783 10G Wi-Fi7
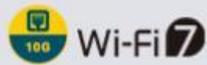
BE22000 Ceiling Mount Tri-Band Wi-Fi 7 Access Point*

EAP773 10G Wi-Fi7

BE11000 Ceiling Mount Tri-Band Wi-Fi 7 Access Point*
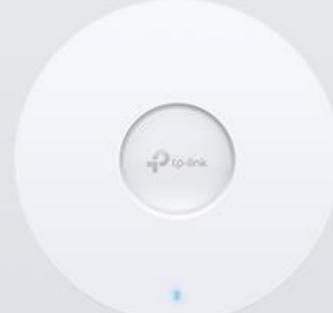
EAP683 LR 2.5G

AX6000 Ceiling Mount Wi-Fi 6 Access Point

EAP673 2.5G

AX5400 Ceiling Mount Wi-Fi 6 Access Point

More WiFi 6 Access Points >>

*Due to regulatory limits on spectrum, the 5 GHz band of the Wi-Fi 7 access point EU version cannot have 240 MHz bandwidth, hence the theoretical speeds of the EU version in the 5 GHz band is ~67% of the corresponding US version.

Studii de caz

Studii de caz

Domenii de aplicare – **mediu privat**

➢ Birouri & cladiri de birouri

➢ Restaurante & terase

➢ Hoteluri & Pensiuni

➢ Piscine (ex: Aqua Garden Militari - AZ IT Concept)

➢ Stranduri (ex: Aqua Beach Snagov - AZ IT Concept)

➢ Complexuri rezidențiale (ex: Stejarii 2 - Orange)

➢ Depozite (ex: Editura Litera - IREN)

➢ Depozite frigorifice (ex: fabrica inghetata zona Moldovei)

➢ Lanturi farmacii (ex: Salofarm Yang System BC)

Studii de caz

Domenii de aplicare – **Institutii publice**

➢ Primarii (primaria mun. Iasi)

➢ Școli & licee

➢ Parcuri (Chitila Park - Avitech)

➢ Sali polivalente (ex: Bistrița, Pitești - Digi)

➢ Aeroporturi (ex: Cluj, Iasi)

➢ Clinici & spitale (ex: Spitalul Jud. Vaslui – Orange)

➢ Direcţia Generală de Asistenţă Socială şi Protecţia Copilului Bacau - 28 locatii

Studii de caz

Domenii de aplicare – **Stadioane**
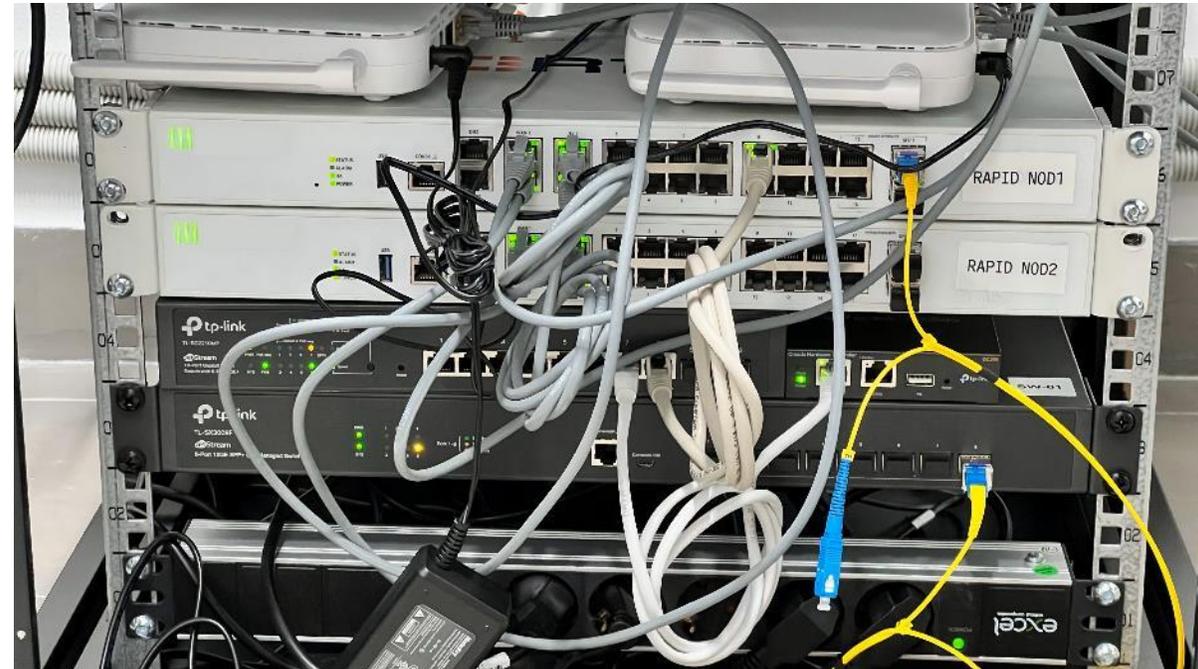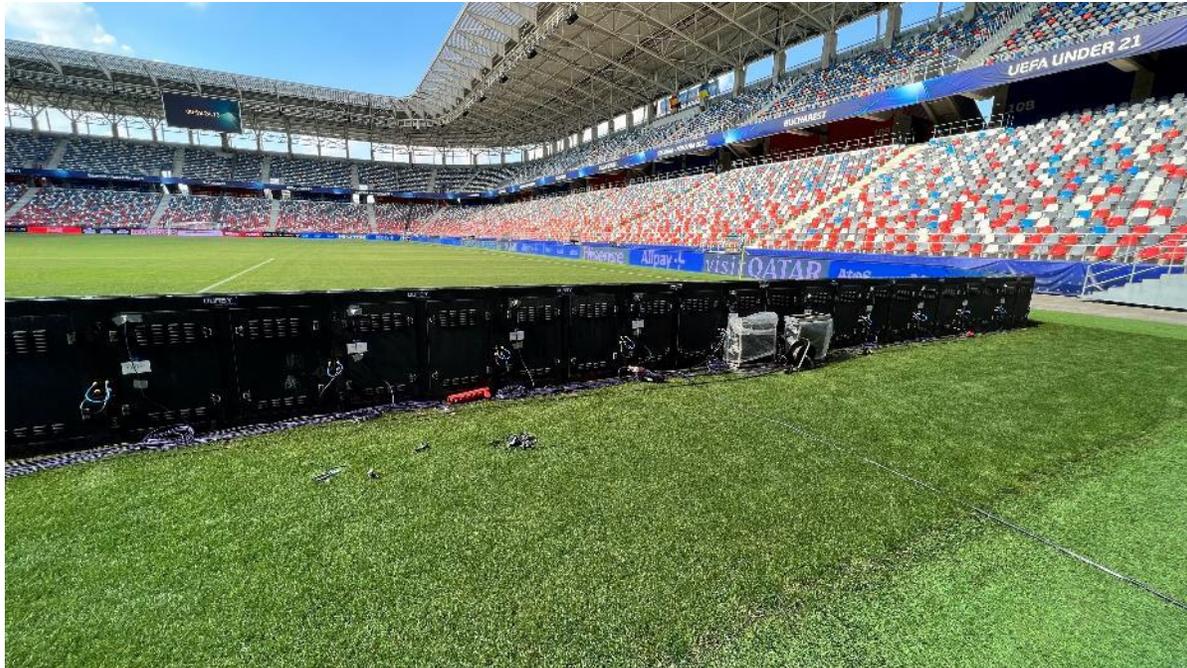
Studii de caz

Domenii de aplicare – **Evenimente**

Studii de caz

Domenii de aplicare – **Evenimente**
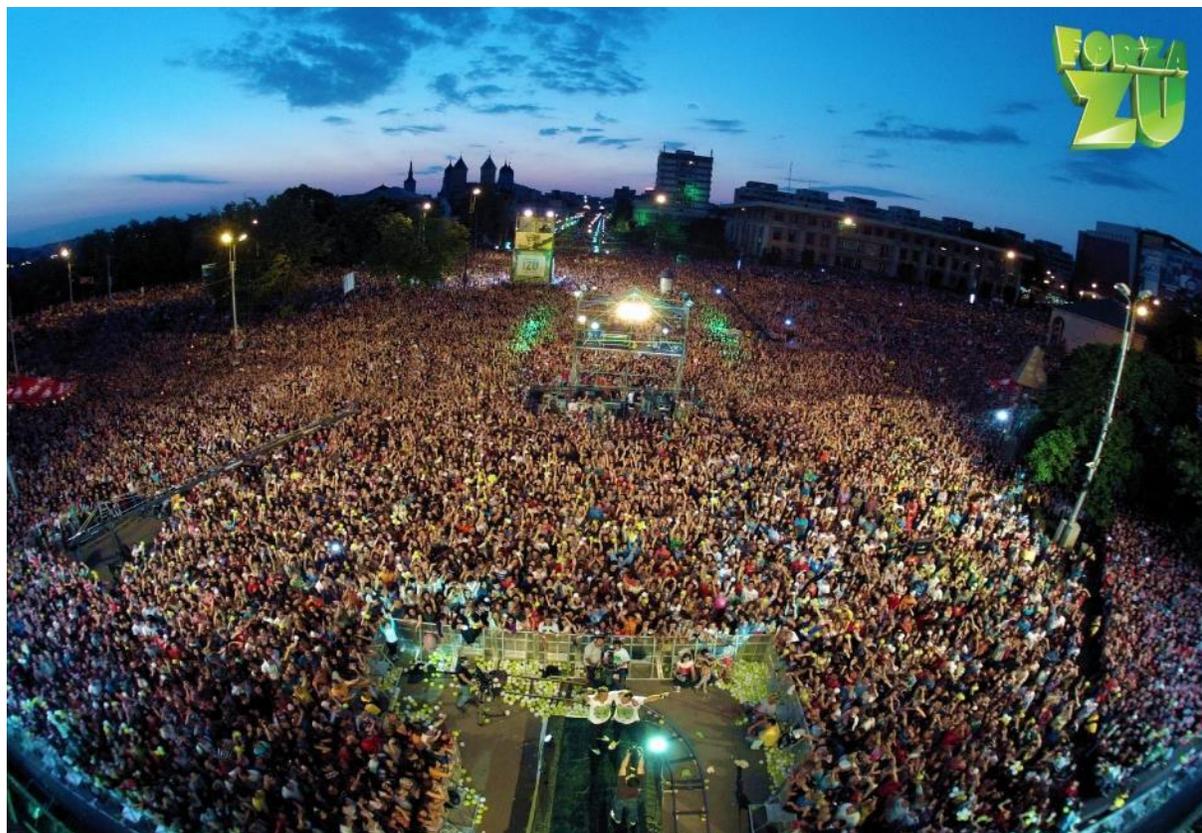
Studii de caz

Domenii de aplicare – **Turism**

Lebăda Luxury Resort & SPA

Solutie: **>100 EAP**
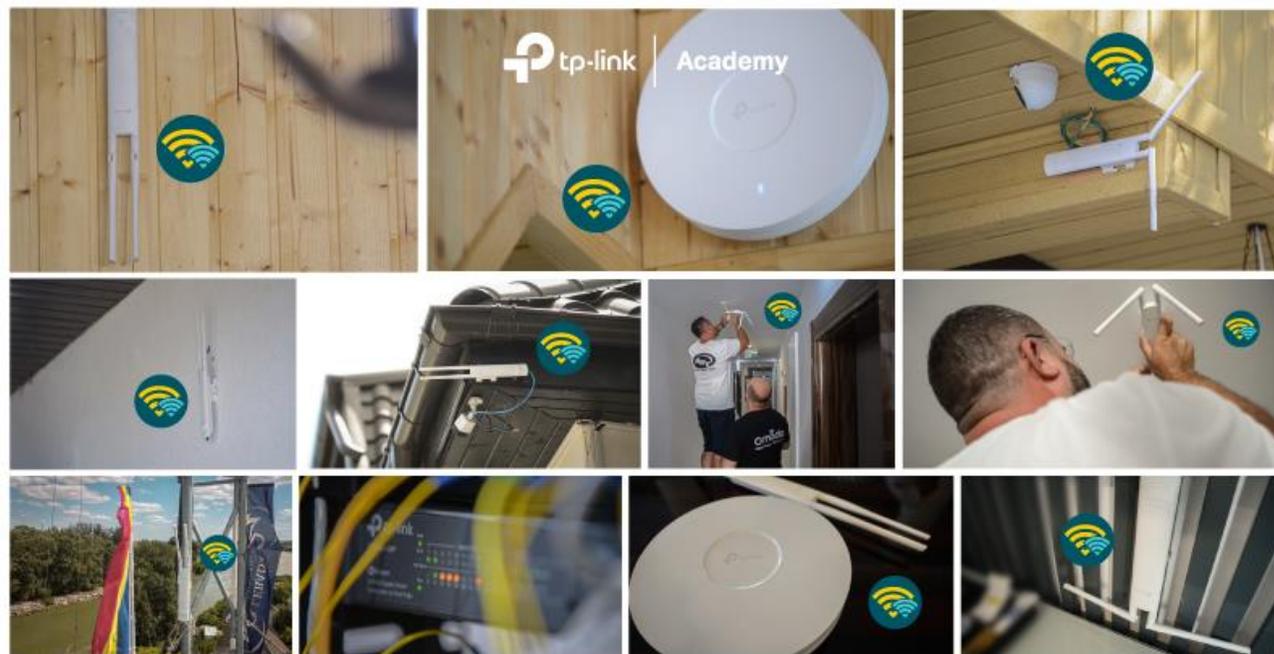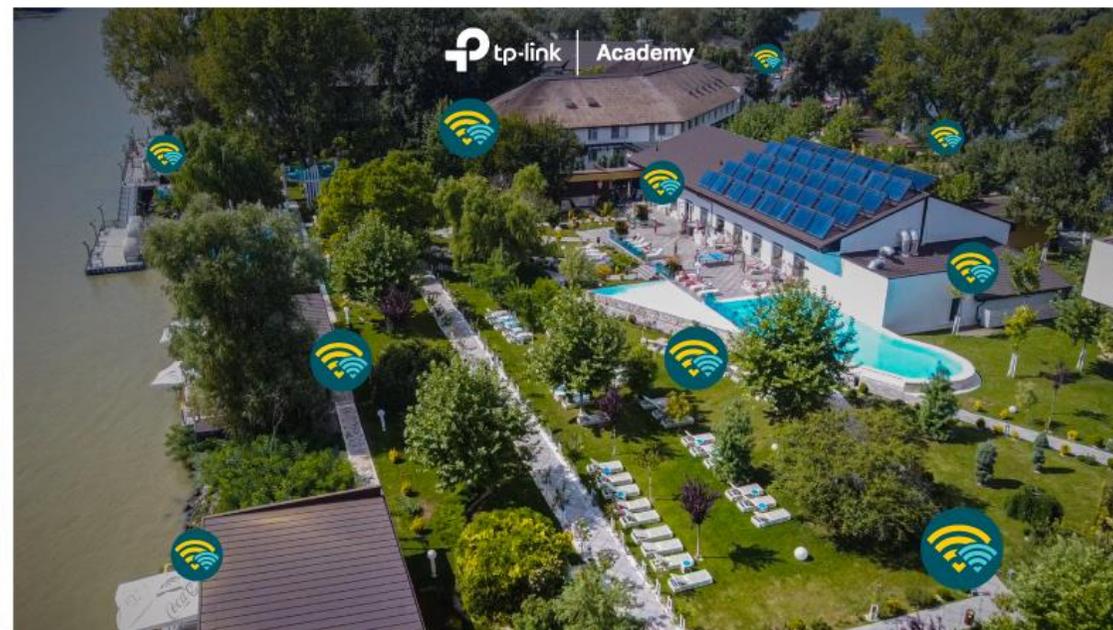
Studii de caz

Domenii de aplicare – **Evenimente**

Official Networking Partner

Thank you
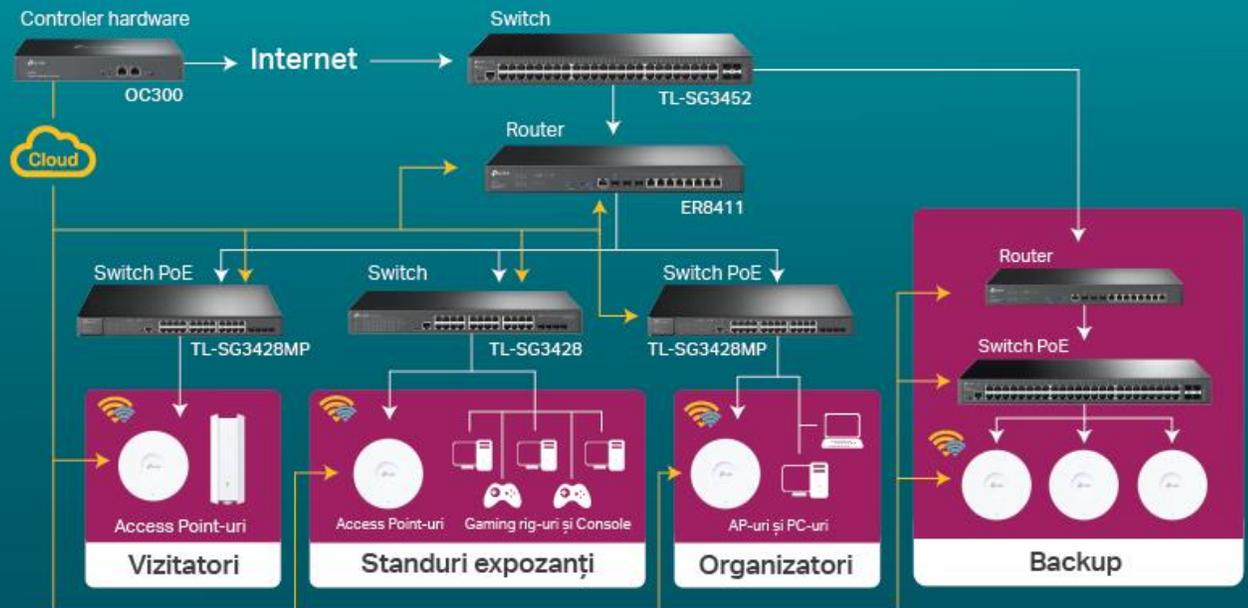
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