



**NETGEAR®**  
BUSINESS

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# NETGEAR Means Business

Supporting all kinds of business  
networking needs for almost 25 years



# The year it all began

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The year 1996. Globally, there were around 100,000 websites, compared to over a billion today. DVDs were still being introduced and many people were yet to get their first mobile phone or email address. No-one was talking about cloud-computing. It was also the year that NETGEAR came into being and when we built our first ethernet hub.

Today, the technology world we all live in is very different, with 24/7 digital communications and innovations that have led to new ways of working and business models that were hard to imagine 24 years ago. NETGEAR has grown-up as part of this technology revolution.

Back in our early days, we envisioned networking without the restrictions of wires, walls and boundaries, with tools and services that are secure, scalable, and friction-free to use. We thought beyond just routers, to security, storage and AV. We built what we imagined. Thanks to the brains in our R&D labs, we also regularly achieved 'world firsts' during that time: our ground-breaking 10 and 100Gb modular Ethernet switches, Airbridge for WiFi at up to 3 kilometers, the biggest Power over Ethernet (PoE) switch portfolio, and pioneering cloud-based network management.

# Businesses are at the core of what we do



**Beyond the headline-grabbers, we also have an unmatched range of networking products for small-to-medium businesses (SMBs) – a huge group of customers who were, for many years, not addressed properly by the IT industry.**

We changed that when we launched our first range of smart switches back in 2003. Smart switches can be managed by typing its IP address in your browser, when your computer is connected to the same network. That was quite an innovation 17 years ago. Today, SMBs are as important a market to us than ever, with specially designed products, not scaled-down variants of more complex enterprise ones.

We have listened to our customers and created networking products that tick their priority lists: great performance; coverage, capacity and speed; flexibility and scalability; optimized energy consumption; competitively priced; compact designs; ease of installation, easy maintenance and upgrades.

We have sold over 60 million products since our inception. That's more than the 60 million small businesses estimated worldwide. We are market leaders in unmanaged switches, intelligent managed switches, and 10Gb switches for SMBs, in both the US and Europe.



Sold over  
60 million products



Pioneers of 10 & 100Gb  
Modular Ethernet Switches



Ground-breaking Airbridge  
for WiFi at up to 3 kilometers



Biggest Power over  
Ethernet (PoE) switch portfolio

# Discover all our innovations for business

Many people know NETGEAR best for its wireless home network routers, and that's understandable. The volume of switches deployed means that most people have either owned or used one at some point. However, the portfolio covers so much more, across switches, routers, AV, storage, security, mobile hotspots and more.



We have a range of switches that give SMBs unprecedented access to 10Gb and 100Gb Ethernet, with the performance of much more complex switches, at an affordable price point.



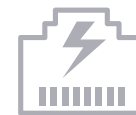
We introduced switches that are designed specifically for transporting audio and video over IP that are ready to work out-of-the-box.



Our network-attached-storage (NAS) gives SMBs the highest storage density on the market, in one compact unit.



For workers on the move or needing a connectivity boost when working from home, NETGEAR mobile hotspots have super-fast download speeds of up to 4 Gbps.



Our Power over Ethernet (PoE) range has something for just about every situation.



NETGEAR's Airbridge products make it simple to instantly connect buildings wirelessly up to 3km apart.

PIONEERS OF  
INNOVATION





## Security front-of-mind

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Security is of paramount importance to our SMB customers, and it is integral within all our products. We offer secure SSIDs for our WiFi access points, a comprehensive guest WiFi captive portal, as well as disaster recovery and other features in the NAS range. Plus our networked devices are designed to support IP surveillance cameras.

## Putting it into practice

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Here are some examples of what the **NETGEAR** range of products means in practice to SMBs.

**Zero-touch or near-zero-touch deployment** - where our products automatically detect all the devices to add to a WiFi network and then automatically on-boards them.

**Cloud-based network management** - to remotely monitor, administer and upgrade networks – even from a smartphone – and eliminate the need for site visits.

**Instantly expanding a network** - without extra wires to deliver a great experience to every corner. Ideal for growing businesses and temporary locations.

**Do more with less** - high-performance wireless access points and switches mean fewer are needed, and they are competitively priced, so budgets go even further.

**Support high bandwidth demands** - with switches from 1Gb to 100Gb, copper and fiber.

**Reduce costs** - with PoE, and avoid the cost and effort of adding extra power cables: important in sites where businesses are tenants, or installing cables is difficult.

**Pop-up sites and campus-wide locations** - can be supported with easy wireless solutions that provide far-reaching coverage and high-density connectivity.

**Store and secure** - by using high density network-attached storage to protect valuable data.





Focus on your business,  
not networking technology



**Many small and medium businesses are becoming even more dependent on networks, but most do not want to become network experts. They just want reliable, high-performance products with predictable costs and minimal effort, so that they can focus on other priorities.**

Here are some examples of how this can apply to different types of businesses:

**General business** - Across wireless, wired, storage, security and PoE products, make the most of a range of products that give businesses the flexibility to start small and scale as needed. Simple network management means no networking expertise is required. Use PoE to reduce costs and extend power reach, while our systems for campus-wide wireless coverage are ideal for large sites.

**Micro business** - Our simple to set up, simple to manage products let small businesses like hair salons and bars focus on other priorities, not networking technology. And it is easy to create discrete, secure WiFi networks for staff and guests.

**Home networking** - Have all the sophistication of office IT when working from home, including ways to improve connectivity coverage and bandwidth, safely and flexibly, whether through WiFi or mobile hotspots. With PoE, reduce installation costs and extra power cables.

**Education** - Give students, staff and visitors a great and secure connectivity experience, and support high-quality video and esports training. Protect confidential information, control network access and extend wireless to every corner of the campus. All with easy management, affordability with low on-going costs, and no complexity.

**Healthcare** - Ensure strong, consistent connectivity across an entire site, with the ability to support high-density hotspots. Support networked surveillance, digital signage and HD imaging systems. Save money with affordable products and low on-going costs.

**Manufacturing** - Across factories, warehouses and outdoor spaces, connect the entire site with high-capacity wireless that supports people's devices and in-house digital systems. Instantly expand coverage with smart wireless that also reduces the need to install extra electricity cables.

**Law and accountancy firms** - Support growing legal and finance practices with wireless that can be set up fast and easily. Extend coverage to every corner of the office – even the next floor up. Support more users and devices with reliable connectivity. Avoid the need for extra power cables using PoE which is ideal for minimizing installation disruption and cost.

**AV (Audio/Video)** - Make it simple for AV specialists and their customers to adopt the flexibility of AV over IP, which eliminates the complexity and management of traditional AV cabling. Choose products that are compatible with industry-standards, reconfigure and grow AV networks quickly and simply.



## A snapshot of SMB networking products

While the future is hard to predict, we can be pretty sure that network technology is going to remain of critical importance and is going to become even smarter. We look forward to exploring that future with you. In the meantime, why not check out what our portfolio has to offer your business right now?

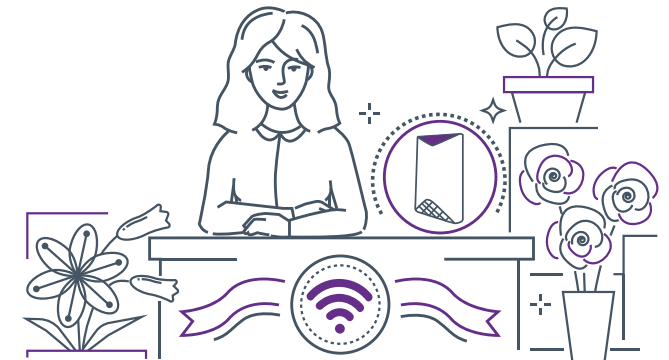
## Remote Cloud management



### NETGEAR Insight

Consumer Electronics Show (CES) Innovation Award winner Insight is a plug-and-play way to set up and manage business networks. Based in the cloud, it can be administered from a laptop or smartphone app, so any business owner or their reseller can instantly discover all the devices to add to a network, then monitor, configure and manage remotely. Insight is designed to work across a variety of NETGEAR products, including many of our wireless access points, switches and Airbridge.

## Wireless Networks



### Orbi Pro

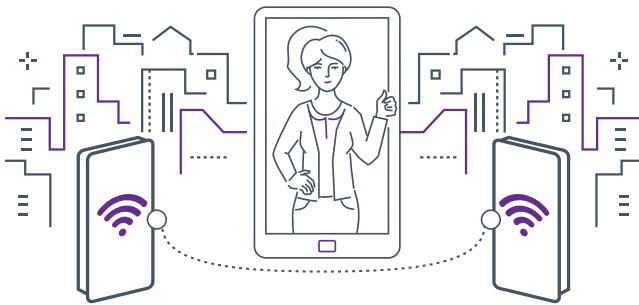
Designed with small and medium sized businesses in mind, especially those that also need to offer customer Wi-Fi, the award-winning Orbi Pro ticks all the boxes. Essentially 'DIY Wi-Fi in a box', it can be installed and set up in just minutes, without any changes to existing equipment. Orbi Pro offers coverage from 5,000 up to 10,000 square feet and it is up to 100 times faster than other mesh networks, providing 223Mbps compared to just 71Mbps from some other solutions. And up to six satellites can be added in one system.





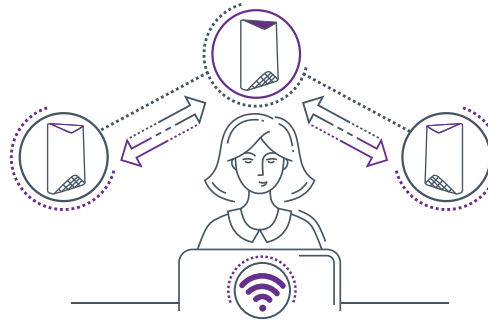
### Simple Wireless Access Points

Businesses around the world depend on our range of essential wireless access points for high-speed WiFi. Our access points are affordable and easy to install, without added infrastructure and deployment costs. They are designed to be cost-effective for small businesses and home offices and engineered with the latest in WiFi technology.



### Airbridge

Airbridge is a new innovation from NETGEAR that provides long-distance, point-to-point connectivity between buildings. Using wireless technology, Airbridge removes the cost and effort of installing data cabling while delivering 500Mbps at 500 feet, and wireless connectivity up to a 3 kilometer radius, as long as there is line-of-sight.

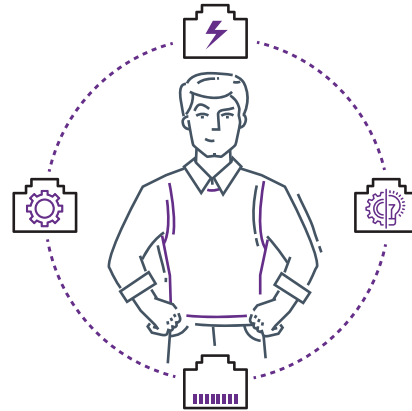


### Instant Mesh

Another CES Innovation Award winner is our Instant Mesh functionality which gives all users the same great WiFi experience wherever they roam on a site. This is because all wireless nodes forward all data from one to another, so the WiFi strength is uniformly strong for every user and device, right to the outer limits of the coverage area. Instant Mesh is based on NETGEAR's patented tri-band wireless technology to maximize bandwidth even further. There is a choice of models, including the option of PoE, an integrated four-port Ethernet switch, and support for propagation of VLANs. Instant Mesh is also used with the Insight portal, for easy and fast network set-up and management – even remotely.



# Network Switches



**Our range of Ethernet network switches has a model to suit just about every SMB requirement.**

**Unmanaged** – simple, plug-and-play switching for organizations that need instant, fuss-free connectivity and no management.

**Smart Managed Plus** – entry-level management for essential services, with support for QoS and VLANs, plus the ability to set priority for voice, video and other data traffic.

**Smart Pro with optional remote cloud management** – all the capabilities of our Smart Manage Pro switches, with the option to remotely monitor using Insight Cloud Management.

**Fully managed** – for bigger networks where high bandwidth (10G/40G/100G) and granular control is key to minimizing traffic congestion. These switches enable efficient network expansion at an unrivalled low price-per-port. Standout features include NETGEAR's space-saving stackable design, maximum granularity from 8 to 96 ports (copper and fiber), empty or prepopulated/preconfigured chassis, and PoE support. These switches are designed to mix and match together, integrate seamlessly with other vendors' components and are engineered for AV over IP multicast networking.

**PoE** – encompassing all of the management types above, NETGEAR has a PoE-enabled network switch or access point available to power a wide variety of needs from 100Mbps to 10Gbps. All PoE standards are supported including PoE++, with power budgets ranging from 19W to 1440W (perfect for more power-hungry situations). There is also the option of Insight Cloud for easy set-up and remote management. With NETGEAR FlexPoE, you can purchase a lower-powered switch and then upgrade the power supply and budget when needed, without having to replace the switch.

LARGEST PoE  
PORTFOLIO



# High density storage

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# A partner for today's workplace

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NETGEAR has the highest storage density product on the storage market. ReadyNAS 2312 is the industry's first 12-bay network attached storage (NAS) in a single 1U rack, making it ideal for data backup and video-based IP surveillance. For even higher density requirements, the ReadyNAS 4360X has an unmatched 60 Bays in just 4U. The ReadyNAS product range includes features to help fight ransomware and viruses and support disaster recovery.

Communications and technology in general has come a long way since NETGEAR's first year, 1996. Developments that were hard to imagine back then have become commonplace, both at leisure and at work. And innovation carries on at pace, particularly as we enter the era of the Internet of Things (IoT), which will mean even more devices and apps that need to be connected, smartly and securely. We look forward to supporting our SMB customers' networking needs, both today and in the future, with whatever innovations that may bring.



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