Top five reasons to deploy Wi-Fi 7 Access Points today

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There are a number of reasons why you should deploy Wi-Fi 7 access points (APs) to your network. For starters, it's estimated that over a billion devices already exist that support 6 GHz Wi-Fi®, which legacy Wi-Fi networks don't. In addition, the Wi-Fi Alliance expects 233 million new Wi-Fi 7 devices to come online in 2024.*

But if these growing numbers aren't enough cause to consider upgrading your network APs, here are our top five reasons you should deploy Wi-Fi 7 APs to your network today.

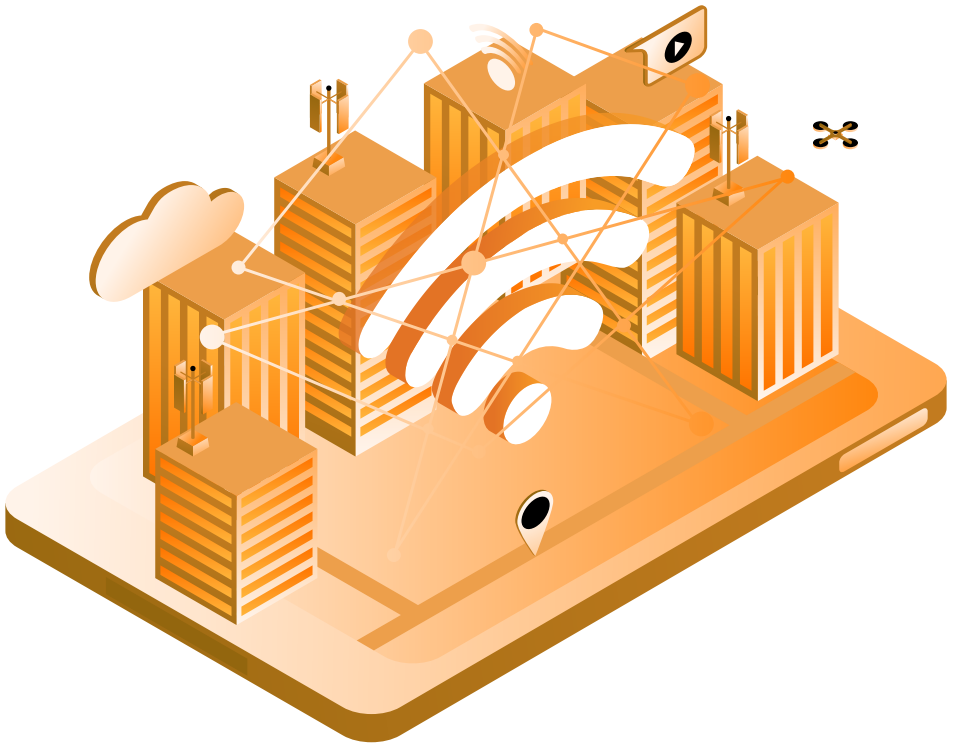
*https://www.wi-fi.org/news-events/newsroom/wi-fi-alliance-introduces-wi-fi-certified-7

1 Blazing fast throughput

WHY IS THIS IMPORTANT?

While IT budgets and resources are shrinking, end users are demanding a superior experience and business stakeholders are demanding higher SLAs. In a nutshell, IT has become more critical yet also more complex. In that context, IT must be provided with comprehensive network visibility and in-depth guidance on what issues to investigate first—and how to fix those in order to avoid any potential disruption. Solutions leveraging AI help prevent incidents from becoming service affecting.

2 Rock-solid network reliability



How this works

One major benefit of Wi-Fi 7 APs is a more stable and reliable connection due to MLO (multi-link operation). By utilizing multiple links, Wi-Fi 7 APs can more effectively adapt to changes in the wireless environment. This is particularly advantageous in dynamic environments where signal interference, obstacles or varying levels of congestion can impact reliability. Link redundancy contributes to fault tolerance; if one link experiences interference or a temporary drop in performance, the AP can reroute traffic through other available links—minimizing disruptions and improving overall reliability.

3 Robust advanced security

How this works

Although Wi-Fi 6 introduced WPA3™ (Wi-Fi® Protected Access 3) as the latest Wi-Fi security framework, Wi-Fi 7 APs build upon this foundation and provide more powerful encryption algorithms, helping the confidentiality of data transmitted over the network. Authentication and encryption mechanisms even defend against offline dictionary attacks—making it more resistant to brute-force attempts to crack passwords. Plus, Wi-Fi 7 APs use a key derivation function called Simultaneous Authentication of Equals (SAE) that helps prevent attackers from attempting to guess the pre-shared key.

4 Full support for Wi-Fi 6E devices

How this works

There's no need to wait for the broad availability of clients that employ Wi-Fi 7 to realize the benefits of Wi-Fi 7 AP deployment. Most devices shipping today—such as phones, tablets and laptops—already support Wi-Fi 6E and are therefore capable of leveraging the 6 GHz spectrum when connected to a Wi-Fi 7 AP.

Wi-Fi 6E clients are able to operate at full Wi-Fi 6E speed when connected to a Wi-Fi 7 AP.

5 Substantial network futureproofing

How this works

Today, many networks continue to rely on Wi-Fi 5 or Wi-Fi 6 APs that don't even support 6 GHz clients. But as more 6 GHz-capable devices come online, organizations will feel the pressure to upgrade their network—especially those in vertical markets where customer satisfaction is closely tied to the quality of Wi-Fi connectivity services, such as the hospitality and MDU (multi-dwelling unit) industries, large public venues and educational institutions.

For these enterprises, deploying Wi-Fi 7 APs now is a far better choice than investing in Wi-Fi 6E APs, because these new APs will support all past-generation Wi-Fi clients as well as all 6 GHz devices. In addition, they will offer an even larger return on investment for many years as Wi-Fi 7 clients become more ubiquitous throughout the landscape.

Ready to upgrade your network to Wi-Fi 7?

RUCKUS Networks can make your migration simple and painless.

Visit us online to learn more about how our innovations were created to make your life easier.

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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