



NETGEAR Travel Router Hits the Road

Southboro, MA – To the casual observer, he's the picture of relaxation: B. McKinley Hackett III reclines on a lounge poolside at his hotel, a chilled beverage within easy reach. But Hackett also has a wireless-enabled mobile computer in his lap, and is surfing the Web as he soaks up the sun. How is this combination of personal freedom and business productivity possible? It comes courtesy of the NETGEAR WGR101 Wireless Travel Router that always accompanies Hackett on the road.

Hackett, who is Vice President of Sales for Akira Technologies, Inc., first discovered the benefits of the NETGEAR Travel Router during the Christmas holidays in 2004. He frequently works at home on a network set up with a Linksys wireless router, but was planning an extended trip to visit friends. As a busy sales executive, he knew he could not afford to be out of touch with his colleagues and prospective clients for too long.

"I still had work I needed to do," recalls Hackett. "And even though I had an extra Linksys router sitting in a box in my closet, it was just too big to bring along in my bag. So instead of using one of my friend's PCs that might have been in a back bedroom somewhere, I asked him if I could just plug my little NETGEAR Travel Router into his cable modem. In that way I could be wherever people were gathering, while still being able to work on contracts and proposals, and e-mail my co-workers."

NETGEAR Router Sets Up in a Snap

Hackett considers himself a "prosumer" of technology and works for a company that has developed a wireless publishing platform. Yet even without that level of technical expertise, he says the NETGEAR Travel Router was fast and simple to install.

"The setup was a piece of cake," confirms Hackett. "I already had a wireless card in my laptop, so it was completely plug-and-play. The NETGEAR router automatically found my network address and I was off and running. I tried it first on my home network ... then when I got to my friends' house, it was a breeze to duplicate the process."

Making Business Travel Comfortable, Productive

Before the high-tech economy went south, Hackett says he used to travel over 100,000 miles each year, and typically flew first-class. But with the post-9/11 corporate belt-tightening, Hackett has been traveling a bit less and flying coach. Thus, he appreciates the ability to relax when he arrives at his destination. He also prefers not to be constrained to a hotel desk chair when catching up on work.

Says Hackett, "When I do travel from one point to the next, I'm in very cramped quarters for several hours. Then I get to my hotel, and still have a tremendous amount of work to do. But even though my hotel offers Internet connectivity, by plugging into that wall I'm now constrained to sitting for hours in an uncomfortable desk chair, and I'm tethered to the desk. Who needs that?"

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McKinley Hackett

Vice President of Sales
Akira Technologies, Inc.



CUSTOMER CHALLENGES

- Maintain business productivity while on the road
- Minimize disruption to clients' and friends' networks
- Enhance interactions with clients and colleagues

SOLUTION

- WGR101 Wireless Travel Router Turns your hotel room into a hotspot so as you travel you can count on peace, privacy, and wireless connectivity while you work.

RESULTS

- Busy sales executive enjoys uninterrupted Internet access in every location
- Access to online content is seamless during client presentations, shrinking the decision-making process
- Small size of wireless router is ideal for travel

"As I've gotten older, I don't bounce back from the travel as quickly as I used to ... so the relaxation stage now plays a more important role," Hackett continues. "I realized that if I could work wirelessly, I could spread out in my room and work much more comfortably. My Linksys wireless router is too inconvenient for business travel. But the size of the NETGEAR Travel Router is fantastic. Plus, I found that the range was as good as, and in many cases better than the Linksys product."

Router Enables Personal, Team Productivity

Now, says Hackett, when he travels during warm weather he usually requests a hotel room near the swimming pool. Then thanks to the range he enjoys with his NETGEAR Travel Router, he's free to take his laptop outside and work wirelessly in the fresh air.

When traveling with colleagues, Hackett says it's simple to set up a small wireless network that enables his team to share and make last-minute changes to sales presentations. First, Hackett ensures that his group reserves rooms in the same area of the hotel. Then, with just the flip of a switch on his NETGEAR router, Hackett can change from a single-user to a multi-user configuration. In this way the NETGEAR router efficiently connects his group, and supports their wireless communications via email and instant messaging.

"If you want productivity, that's productivity!" Hackett notes. "Everyone can IM back and forth, even if they're eating their dinner in their room, or returning phone calls. My NETGEAR wireless router really comes in handy when I'm traveling with my team."

Making a Powerful First Impression, Wirelessly

In sales, it's all about having a competitive advantage. Hackett says his NETGEAR Travel Router gives him the chance to make a significant first impression. Free of the need to tap into a prospective client's network when retrieving important online content, Hackett can quickly hunker down and get to the business of selling.

"Many times I'll be showing information that's contained on my company's server," explains Hackett. "In the past, I had to ask if I could tie into the client's network. If I were talking to a C-level executive, that meant the admin had to go searching for a cable, and may or may not have been able to get me set up. That was obviously a barrier to communication, and to a possible sale.

"But now, I just say 'show me where I can plug in this wireless router,' and instantly I'm connected and ready to go," Hackett adds. "My NETGEAR Travel Router immediately sets me apart from other salespeople who walk in the door, and gives me the cachet that 'hey, this guy has his act together!' I think it provides a very powerful advantage in the sales cycle."

Easy Connectivity, Anywhere

For those who live out of a suitcase, anything that helps minimize the weight of that suitcase is a godsend. Hackett appreciates the compact size and durability of his NETGEAR Travel Router. All in all, he says, the product offers the ideal combination of wireless convenience and connectivity for anyone who's away from home.

"My NETGEAR wireless router is smaller than my Linksys router, which has fantastic value for me. Plus, it's easy to install and use, yet it's completely reliable, and does what I need it to do every time," Hackett finishes. "Whether I'm visiting friends, or just want to work in the most pleasing environment possible, my NETGEAR Travel Router is a perfect fit for my mobile lifestyle."

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