HUAWEI eKit SME Network Recommended Product Overview

HUAWEI eKit SME Network Portfolio: 100+ Competitive Products

All-Scenario Wi-Fi APs

| AP361/362E | AP572/673 | AP771/772 | AP160/162E | AP266/271E | AP371 | AC650 |

Diversified Switches

| S110 | S210/220/220S | S310/310S | S620&530 |

Multi-service Gateways

| AR180/280 | S380 | AR700/AR300 | USG6000F-S |

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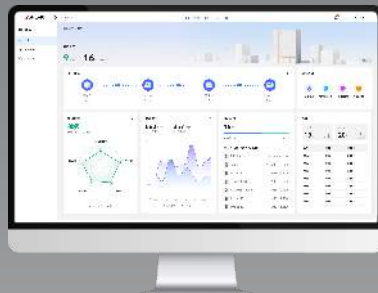
Full-Journey Intelligent Experience for Partners

Small and micro scenarios

eKit App

Midsize and large scenarios

SME Network Center (SNC)

Local management scenarios

EasyWeb

Intelligent network planning

Identifies special obstacles
Automatic AP planning

➡

Intelligent deployment

Scan any code to deploy the whole network in 90s

➡

Intelligent O&M

One click AI troubleshooting in 1 min

➡

Intelligent network expansion

Pre-configuration on the cloud and 0 local configuration

➡

Intelligent Q&A

eKitChat

AI-powered Q&A in seconds

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High-quality Office Network

2.5GE + Wi-Fi 7, High performance, High reliability, Helping SMEs accelerate intelligence

Customer benefits

**High network concurrency zero video conference freezing**

| Huawei | 40-channel video (no freezing) | Failed | Industry |

MU-MIMO & OFDMA converged scheduling

Online behavior management VIP experience assurance

| Huawei | 6000+ Application identification | 2500+ | Industry |

Deep packet identification technology in 2012 Laboratory

AP371/AP362E **NEW**

AP572/AP673 **NEW**

S220S **NEW**

S310 **NEW**

USG6000F-S

S380 **Upgrade**
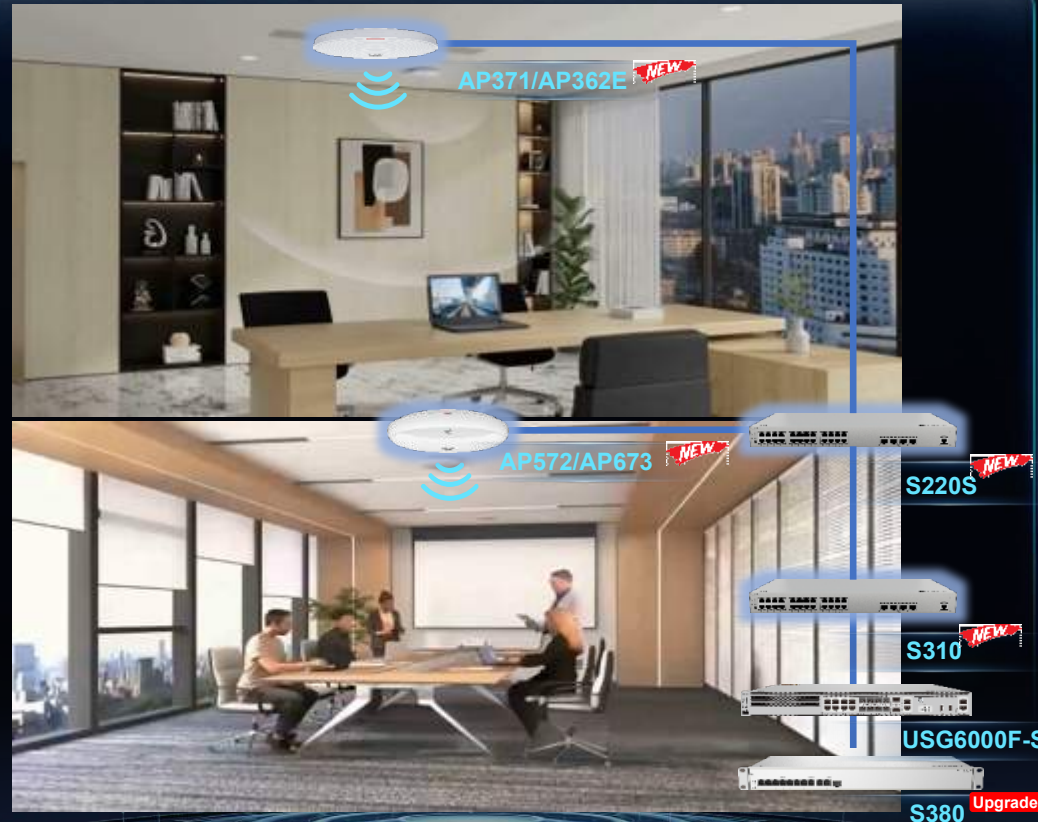
Partner benefits

3-level high reliability always stable for the long run

| Huawei | Network-level √ Device-level √ Module-level √ | Vs | Module-level only | Industry |

Network-level (ERPS/VRRP), device-level (iStack), module-level (dual fans & power supplies)

Intelligent and diversified O&M

| Huawei | SNC APP EasyWeb | Vs | Single management | Industry |

Same source data for APP and SNC, ensuring consistent experience

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Green Hotel Network

Wi-Fi 6 & 7 Full-scenario Coverage, Full-range Energy-saving, Full-journey Intelligence

Customer benefits

All-scenario Wi-Fi coverage, enabling signals to penetrate one more wall

Huawei — smart antenna **Vs** omnidirectional antenna — Industry

Huawei-only: fine-tuning smart antennas

Eco-friendly and energy-saving, saving electricity cost of 2 APs each year

Huawei — 9.4 W — 13 W — Industry

Huawei-only: DVFS dynamic frequency and voltage adjustment

Guest rooms

AP266/AP271E *NEW*

Lobby

AP361/AP362E *NEW*

AR700

USG6000F-S

S530 *NEW*

Conference rooms

AP673 *NEW*

S220S *NEW*

Swimming pool

AP772 *NEW*

Partner benefits

Intelligent network planning, automatic AP deployment, farewell to repetitive work

Huawei — identifying special obstacles **Vs** Not Supported — Industry

Huawei-only: image enhancement algorithm

Intelligent O&M: One-click AI troubleshooting in seconds

Huawei — The accuracy of fault identification 90% **Vs** The accuracy of fault identification 60% — Industry

30 years of expert O&M experience, 33 abnormal operator libraries

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Agile Store Network

1 AP for 1 Store, 1 Metal Mounting Bracket for All Scenarios

Small and Medium Education: Green and Safe Campus Network

Small and medium-sized education network requirements

Full wireless network coverage

Classroom, office, auditorium, dining room, outdoor area, etc.

Secure and reliable campus network

Secure Internet access, protecting internal and external network security

Strict control over Internet access rights

Flexible and various wireless authentication modes and network access rights management

AP362E

AP361

AR720

S110/S220

S310/S530

AP661/AP673E

AP771

Customer Benefits

Wi-Fi coverage in all scenarios

- Full range of Wi-Fi 6/7 products
- Smart antennas, 20% longer coverage distance, and no coverage holes
- Smart roaming, uninterrupted mobile services

Online behavior management and network security protection

- The AR720 egress gateway integrates firewall, VPN, and online behavior management, ensuring campus network security.

Strict network access control

- MAC address authentication and Portal authentication, meeting different authentication requirements.
- Blocklist and trustlist, SSID control to prevent unauthorized access

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eKit From Home to Enterprise: Full-Range Wi-Fi 7 Solutions

Router

S380-L4P1T
50W PoE

S380-S8P2T
124W PoE

Switch

8-port GE Switch
S210-8P2J
128W PoE+

24-port GE Switch
S210-24P2J
400W PoE+

8-port mGE Switch
S310S-4P8UN2X
120W PoE+

24-port mGE Switch
S310-24PN4X
400W PoE+

WiFi 7 AP

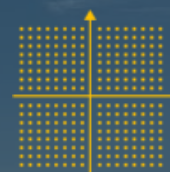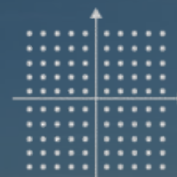Entry Level WiFi 7
AP371

Flagship WiFi7
AP673

Outdoor wlfl7
AP771

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Flagship High-Density Wi-Fi 7 AP673

Tri-band, large bandwidth, and high-density access

eKitEngine AP673

Lecture Hall | Banquet Hall | Classroom | Stadium

High-density access
Tri-band, exclusive MU-MIMO & OFDMA converged scheduling, 300+ concurrent users

Extra-high performance
data rate up to 13.66 Gbps

Ultra-reliable
MLO multi-link technology, multi-frequency data backup, always-on terminal connection

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L3 Switches S310 series, 2.5GE for WiFi 7

S310S-4P8UN2X

S310-24PN4X

SMEs | Schools | Hospitals | Hotels

2.5GE port for WiFi 7

2.5 GE PoE ports, unleashing Wi-Fi 7

Potential

Reliable Design

Supports iStack, ring network protection
-5°C to +50°C

Feature Enhancement

Supports advanced features such as
DHCP Relay, OSPF

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Enterprise-Class Wi-Fi 7 Wireless Router AR180 Series

Infinite Freedom

Wi-Fi 7

One Device = the Whole Network

Routing | Switching | Wi-Fi 7 | VPN | MESH | WAC | App control | Turbo

Unlimited Coverage	**Unlimited Speed**	**Unlimited Matching**
Penetrate one more wall	2Gbps peak performance	Master aesthetics design

Startups | Stores | Homestays | Villas

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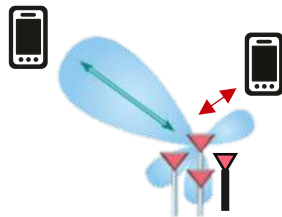# The Most Cost-Effective Wi-Fi 7 AP: Indoor Settled Wi-Fi 7 AP — AP371

AP371

4 spatial streams

5 GHz — Radio 1
2.4 GHz — Radio 2
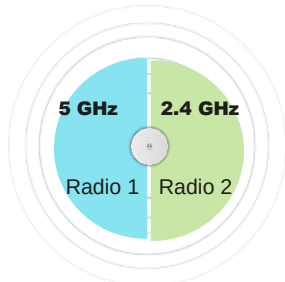
Device rate: **3.57 Gbps**
1.2x higher speed than that of Wi-Fi 6 devices at similar prices

Smart antennas

Beamforming for enhanced signals, 20% ↑ coverage range

NearLink

NearLink

NearLink (a new short-range wireless connection technology), unlocking new use cases (reserved)

Parameter	Specifications
Device rate	3.57 Gbps (0.69 Gbps + 2.88 Gbps)
Radio	2x2 @ 2.4 GHz (40 MHz) 2x2 @ 5 GHz (160 MHz)
Power supply	DC: 12 V ± 10% PoE: PoE/PoE+
Antenna	Built-in smart antennas
Port	1 x 100M/1000M/2.5GE electrical port
IoT expansion	BLE 5.4 + USB + NearLink SLE1.0 (reserved)

Advantages over Wi-Fi 6:

- **4096-QAM**, 1.2x speed
- **Dual-radio** in use, 2x reliability
- **4-channel** signal amplification, allowing signals to easily penetrate through walls
- **Multi-RU,** higher multi-user traffic transmission efficiency and millisecond-level latency

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AP673: Tri-Band BE14000 Wi-Fi 7 High-Density AP

Overview

Tri-band Wi-Fi 7 high-density AP

AP673

MIMO & spatial streams	2.4 GHz (2x2) + 5 GHz (2x2) + 6 GHz (4x4)
Device rate	13660 Mbps
Maximum number of users	1024
Port	1 x 5GE uplink port + 1 x GE downlink port
Antenna	Built-in smart antenna
Maximum transmit power	2.4 GHz: 23 dBm 5 GHz: 23 dBm 6 GHz: 26 dBm
Power consumption	21.1 W
Power supply	DC: 12 V PoE: 802.3at/af
Operating temperature	−10°C to +50°C

Applicable scenarios

- SME office (office areas and conference rooms)
- Primary and secondary education (office areas, classrooms, and auditoriums)
- Budget hotel (lobbies)
- Factory warehousing

① 13660 Mbps high performance, providing the highest speed

- Triple-band performance, 6 GHz/320 MHz, offering ultra-high wireless rate
- 4096-QAM for further data density compression, allowing the transmission of more data at the same time with 120% higher rate
- MLO-based tri-band concurrent coordination, achieving high-speed aggregation

② High-density access of 1024 users

- High-speed tri-band wireless rate of 13.66 Gbps (0.69 Gbps + 1.44 Gbps + 11.53 Gbps), increasing the high-density access capacity to 1024 users
- Built-in smart antenna, providing 20% wider coverage

③ Round appearance, easy to install

- Metal mounting brackets, safe and reliable
- Fewer accessories: one multi-purpose standard mounting bracket, applicable to multiple installation scenarios, such as solid walls, gypsum ceilings, spring tee ceilings, and T-rail ceilings
- Easy installation via a single push

华为坤灵
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AP771: Ultra-lightweight, ultra-low power, blind-spot-free omnidirectional coverage outdoor AP

Equipment Appearance	Application Scenarios	Sales Highlights
	• Outdoor scenarios in factories, warehouses, education institutions, stores, hotels, real estate, scenic areas, and other harsh weather conditions **Comparison:** **RG-RAP6262、** **U7 Outdoor (Next Generation)**	**Omnidirectional Signal Coverage Without Dead Angles:** ● The industry's first hybrid dual-polarized antenna configuration, requiring only pole mounting, achieves 360° coverage without blind spots. ● Signals can reach up to 130 meters, reducing the number of APs needed across the network and simplifying deployment, optimizing business operations. **(Comparative Advantage: Competitors' products have blind spots in backward coverage after pole mounting.)** **Ultra-lightweight and Extremely Simple Installation :** ● The lightest outdoor AP in the Wi-Fi 7 era, capable of pole installation within 3 minutes **(Comparative advantage: Competitors require drilling for installation, which is time-consuming and labor-intensive)** **Weatherproof and lightning-resistant:** ● IP65 protection: One-piece molded shell with no adhesive, offering superior waterproof performance ● UV-resistant PC material ensures no cracking under intense outdoor sunlight ● 6kA lightning protection, -30℃ to 60℃ wide temperature range operation, withstands wind speeds up to 77m/s **Ultra-low power consumption:** ● Operating power of 10.4W, only half that of comparable products, energy-efficient and environmentally friendly, reducing OPEX

S210 Series Switches: 8-port, 24-port Layer 2 Gigabit Access Switches

Device Appearance	Application Scenarios	Sales Highlights
S210-8T S210-8T2J S210-8P2J (PoE) S210-8LP2J （PoE） S210-24T2J S210-24P2J	• Applicable for SOHO office environments, factory buildings, building surveillance, and other scenarios Comparison: RG-ES208GC RG-ES210GC-LP RG-ES210GS-P, Lite 8 PoE RG-ES228GS-P, Lite 16 PoE	**Powerful Performance, Reliable Network Experience** : ● Leading the industry in temperature, switching capacity, forwarding performance, and network scalability ● Supports ERPS millisecond-level switching, ensuring high-quality service experience **(Comparative Advantage: Superior product strength and reliability compared to competitors' equivalent products)** **Better Design, Lower Cost:** ● Fiber backhaul, enabling long-distance networking ● Upstream support for 2.5G optical (compatible with GE optical modules), supporting future bandwidth evolution ● GE business, achieving 2.5G port capability

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S310S Series Switches: High-Reliability PoE++ Models, Meeting High-Power PD Power Supply Needs

Device Appearance	Application Scenarios	Sales Highlights
S310S-8P4UN2X (125W) S310S-4P8UN2X (120W)	• Positioned at the access layer, connecting wired and wireless terminals, providing power for APs and cameras, applicable in various scenarios such as small and medium-sized enterprise offices, hotels, stores, and education. Comparison: **RG-NBS5300-8MG2XS-UP** **USW-Enterprise-8-PoE (120W)** **USW-Pro-8-PoE (120W)**	**Rich port options, flexible networking, meeting 2.5G access requirements:** ● The hybrid networking of 2.5G and GE meets the demand for mixed networking of Wi-Fi 7 AP access and standard gigabit access (printers, IP phones, etc.), offering flexibility and cost-effectiveness. **At the L2 level, it features PoE++ capability:** ● Flexible combination of POE++ and POE ports to meet high-power POE requirements in certain scenarios (such as high-definition high-power cameras, smart displays, intelligent building devices, etc.) **(Comparative advantage: Competitors only offer L3 POE++ switches, resulting in increased costs)**

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AR180: Enterprise-grade Wi-Fi 7 wireless router

| Device Appearance	Application Scenarios	Sales Highlights
AR180 **AR180 Plus** **AR180 Pro**	• Small and medium-sized enterprise offices, budget hotels, factory buildings, small and medium education institutions, commercial real estate, retail stores, etc. **Comparison:** **RG-EG105GW-X** **UniFi Express**	**Multi-functional Gateway, Simplified Architecture:** ● One device, one network—supports routing, switching, load balancing, WAC, Wi-Fi, IPSec VPN, internet behavior management, and more. **Lingxi Self-Forming Network, Configuration-Free MESH:** ● 20m long-distance self-discovery and self-organizing network, no configuration required ● MESH networking supports dual-link (wired + wireless) networks, enhancing network reliability **(Comparative advantages: 20m one-click long-distance self-discovery vs. 1m proximity discovery Dual-link backup vs. competitors unable to achieve** **Dedicated acceleration TURBO port (red interface):** ● Configuration-free acceleration for business, ensuring exclusive service experience **(Comparative advantage: Competitors lack a TURBO port)**

HUAWEI eKit App: Marketing + Transaction + Service + Enablement + Partner Operations

Pre-sales

- **Online store** (products/solutions)
- Marketing information and learning zone
- **Project workspace** (product configuration/intelligent configuration)
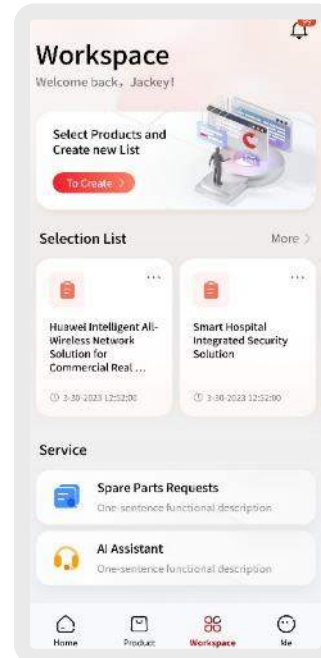
In-sales

- **Marketing workspace** (partner salon/product suggestions)
- **Product workspace** (pre-sales/after-sales tools)
- **Channel workspace** (channel policy/order management)

After-sales

- **Simplified deployment** (multiple deployment methods such as QR code scanning)
- **Project management** (project handover/joint O&M)
- **Self-service tool** (spare parts query/trouble ticket handing)

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HUAWEI eKit Digital Platform for Distribution Business: HUAWEI eKit Website/App

For Distributors: Build e-commerce-like capabilities of transaction and digital operation

For End users: Connecting ICT products and digitalized requirements

Scan and download
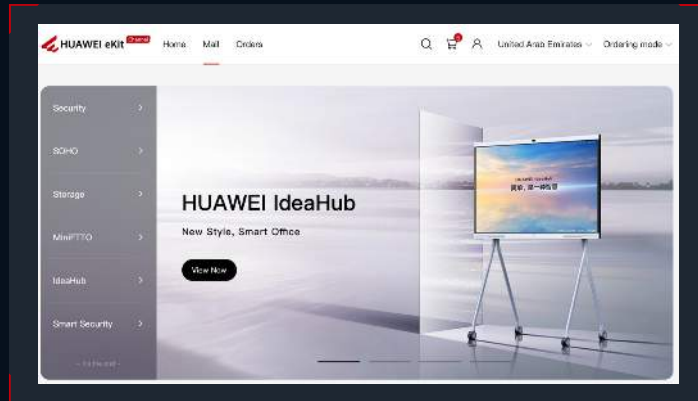
HUAWEI eKit Website (ekit.huawei.com)
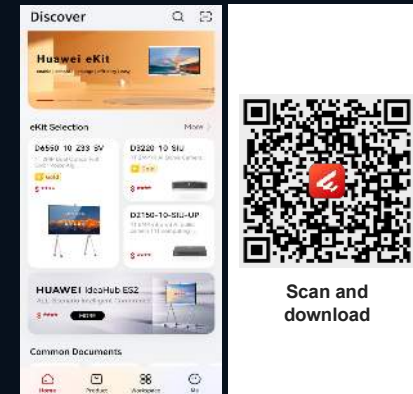
HUAWEI eKit App

Transaction	Enablement	Marketing	Service	Partner Operation
• Online Transaction	• Selected Courses	• SNS Sharing	• Easy Deployment	• Register Certification
• O2O Traction	• Learning Schedule	• Holding	• Project O&M	• Performance
• Order Management	• Enablement Management	• Event/Summit	• Stock Management	• Incentives
	• Learning Incentives	• Group/Live	• Self-service Tools	• Purchase/Sales/ Inventory
		• Digital Showroom		• Channel order