CRYSTAL POINT
Luxury Living Condos Receives Top Technology Amenity

RUCKUS™
an ARRIS company

Crystal POINT

OVERVIEW:

Crystal Point is amenity laden luxury building with 69 units, concierge, 24 hour security, fitness center and year round heated pool - with 360 degree, magnificent, unencumbered, expansive city and mountain views.

REQUIREMENTS:

- A wired and wireless solution that was easy to manage

- Safe and secure connections in any location within the facility's footprint

- A network that could grow to support exploding demand from an increased number of residents and devices

- Provide residents with secure and high bandwidth access

SOLUTION:

- Deployed ICX switches to provide a reliable wired and wireless network

- Installed an R510 indoor AP in each condo unit

- SmartZone controller is used to manage the APs and to simplify the network set-up and management

BENEFITS:

- Simplified network set-up and management, enhanced security, minimized troubleshooting and made upgrades easy

- Increased the number of concurrent clients supported per AP while improving signal strength and wireless reliability

- Reliable, trouble-free Internet service that is worthy of an upscale, luxury facility

- Smart home capabilities

- A fully managed, proactively monitored solution

- Responsive and fast-acting customer service

RETAIN AND ATTRACT NEW RESIDENTS WITH A RELIABLE AND HIGH-PERFORMING NETWORK

With today's "always-on" economy, providing Multi-Dwelling Units (MDUs) with fast and reliable Wi-Fi is as important as providing them with water, heating and electricity. Users expect "full bar" connections, anytime and anywhere. The Wi-Fi and broadband Internet connection has become one of the key deciding factors for residents and tenants when choosing where to live.

THE CHALLENGE

Crystal Point, located in Phoenix, Arizona has set new standards for high-rise luxury living. The 69-unit building includes amenities such as 24-hour security, heated lap pool and expansive city and mountain views. However, Crystal Point's Homeowners Association (HOA) recognized that one critical amenity was failing to match the quality expectations of residents: Internet and Wi-Fi services.

"Residents were experiencing problems that were not just annoying, but were also making the Internet service unusable at times – dead spots, difficulty connecting and buffering were the norm on a daily basis," said HOA communications chair, Marc Hettinger.

With residents complaining daily, Crystal point was in need of a robust and reliable Internet and Wi-Fi solution. "We needed an upscale, fully managed Wi-Fi and Internet solution that offered noticeably better quality and reliability than what a typical service provider offers," commented Hettinger.

THE SOLUTION

Crystal Point wanted to provide its residents with the best in amenities – including Wi-Fi and Internet. They turned to partner Dual Path to help find the right solution and meet all of Crystal Point's requirements including:

- High-performance infrastructure featuring enterprise-grade equipment

- Reliable, trouble-free Internet service that is worthy of an upscale, luxury facility

- Safe and secure connections in any location within the facility's footprint

- Smart home capabilities

- A fully managed, proactively monitored solution

- Responsive and fast-acting customer service

- Increased value for individual units and the entire community

Dual Path was able to pinpoint the exact problems Crystal Point was experiencing through an assessment of the legacy system. It quickly chose Ruckus Networks due to their high-performing products and their ability to satisfy all the customer's requirements. "We needed a solution that would enable us to leap ahead in technology. We found just what we were looking for in the combination of Dual Path's bullet-proof engineering and customer service and Ruckus' enterprise-grade network solution," stated Hettinger.

"The Ruckus solution was crucial because it upped the client's game. The existing Wi-Fi system was hampered by its use of consumer grade routers, which resulted in spotty quality and frequent loss of service. We recommended an enterprise-grade Ruckus solution to eliminate interference from competing Wi-Fi networks and increase system reliability. With Ruckus' ICX switching and wireless access points (APs), our uptime has been 100%, giving us the ability to provide Crystal Point's residents with consistent Wi-Fi reliability and vastly expanded services," explained Eric Markow, Dual Path's chief technology officer.

To ensure a substantially improved Internet experience for Crystal Point residents, Dual Path proposed a fiber and Cat6 infrastructure. The solution consists of Ruckus' ICX switches, an R510 AP installed in each condo unit and a SmartZone 100 that provides the management and control of the Wi-Fi network. The Ruckus ICX switches and SmartZone Wireless LAN controller work together to simplify network set-up and management, enhance security, minimize troubleshooting and enable easy upgrades.

"The ability of the Ruckus SmartZone WLAN controllers and switches to manage the entire network and communicate with Dual Path's monitoring systems allows us to detect and resolve problems remotely, and quickly," Markow explained. "We're able to assure the residents a high 'quality of experience' that is difficult for other traditional service providers to match with inferior network equipment."

The Ruckus R510 APs enable uninterrupted Wi-Fi coverage throughout the entire complex. The APs provide high Radio Frequency (RF) performance with built-in adaptive antenna technology that focuses RF signals toward each end-user client. The Ruckus R510 APs include automatic interference mitigation to deliver consistent, predictable performance along with a two-stream MIMO 2x2:2. The R510 delivers data rates up to 1200 Mbps, and is perfect for dense device environments.

The Dual Path and Ruckus solution significantly improved overall network performance to the delight of both the residents and HOA management.

"The Wi-Fi and Internet service at Crystal Point is beyond our expectations," said HOA General Manager Rich Roadlander, "Dual Path has met every commitment, including the highest-level quality of service I've ever experienced in connectivity, and ease of use. Every decision made by Dual Path's engineering team was on target. The difference the Ruckus solution made was instantly noticeable to even our less technically astute residents. We're very happy with the new system."

"We love partnering with Ruckus to bring the highest quality Internet and Wi-Fi service to the residents of Crystal Point. Our formula for meeting the requirements of upscale HOAs puts us in a leadership position in the business, and we are excited about employing this approach in more communities," concluded Markow.

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