MARINE CASE STUDY

XYZ Marine

Business Need

Wi-Fi connectivity has become a key marketing feature for marinas. Wi-Fi is offered by virtually all marinas. Despite the fact Wi-Fi networks are complex WLAN solutions, Wi-Fi equipment and services are provided primarily by equipment installation companies and not Managed Service Providers. Marinas often have minimal capability to support the networks, once installed.
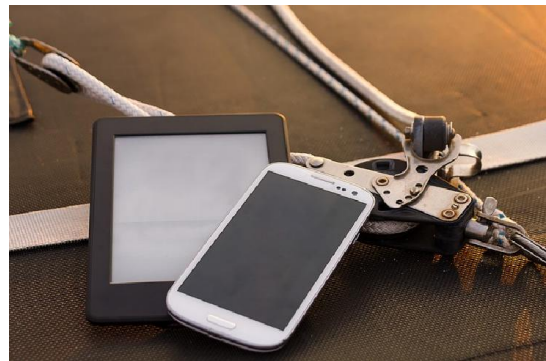
XYZ Marina Corp

XYZ Marina Corp is a US based owner/operator of 22 marinas in the US and Caribbean.

As is typically the case in the marina industry XYZ Marina's 22 marinas are equipped with an array of Wi-Fi platforms purchased from different vendors. Ongoing maintenance and support, upgrades and trouble and repair are all challenges due to the unmanaged nature of the services as well as lack of technical support from existing vendors.

The Challenge

XYZ Marina purchases and capitalizes the equipment and with ownership comes the responsibility of equipment warranties, software/firmware upgrades – all increasing operating costs. Equipment vendors often provide support services on a per incident basis which creates incentives for suppliers to pad time and materials support while leading to unpredictable operating costs.

Wi-Fi performance at XYZ Marina is an acute source of customer dissatisfaction and complaints. Data rates, latency and availability are highly variable. Additionally, there is no integration between the marina Wi-Fi WLAN and connection to the public Internet. Security policies are not consistent nor are the application of policies while many of the XYZ Marina Wi-Fi WLANs are open.

The Process

EnTelegent, working with a partner with extensive knowledge and experience in wireless solutions, conducted a site survey of a US – based marina that utilized a combination of drones and field technicians. The survey results were then used to create a signal propagation map of the marina indicating the number of access points required and their placement in and around the marina.

Contemporaneous with the survey the team began engineering the XYZ Marina guest Wi-Fi solution. Key performance metrics included total potential subscribers, peak busy hour utilization, roundtrip latency and desired UL/DL rates.

The Solution

XYZ Marina subscribed to EnTelegent Solutions' managed Wi-Fi services which provided XYZ Marina an end to end carrier – grade Wi-Fi solution that includes an industry leading CPE platform, a proprietary Wi-Fi antenna system, engineering, 24/7/365 support and an evergreen warranty bundled into a single monthly recurring

charge. EnTelegent include subscriber management services as desired by XYZ Marina to remediate end user issues and lessen support costs for XYZ's IT team.

Highlights of the EnTelegent Wide Area WiFi solution include:

- Cisco Hardware
- RF plan and solution engineering
- Project management
- Multi – level security (zone firewalls, VRF 256 bit AES encryption)
- SLA including a 99.9% minimum WLAN guarantee and latency not to exceed 30ms
- 24/7/365 network monitoring
- 24/7/365 WLAN support (subscriber support is optional)
- Evergreen hardware warranty, software and IOS updates

A one – time installation fee was paid separately. Installation fees range between $2500 and $4000

Feature Options

The EnTelegent Wide Area WiFi solution offers many value-add features:

- Network virtualization enabling secure enterprise and IT application integration
- WLAN monetization strategies
- VoIP

Summary

Adopting the EnTelegent Wide Area WiFi solution enabled XYZ Marina to avoid a large capital outlay, shift the burden of their Wi-Fi operation and support to EnTelegent, significantly improve WLAN performance and reliability, reduce their overall cost of ownership and future – proof their technology platform.