

WIFIRST

Smart AI-driven Wi-Fi enables service providers to supply customers with only the best

Wifirst is the European leader in managed Wi-Fi for professionals. The operator deploys and operates high-performance, secure, and sustainable “as a service” connectivity solutions. Its know-how and technologies appeal to IT decision-makers from the largest companies and public organizations (AccorHotels, Havas, The French Ministry of the Army, Norauto, The Ascott, etc.).



Customer
Wifirst

Location
Paris, France

Requirements

- Provide free broadband Internet access in high-density areas such as student housing, hotels, military bases and campgrounds
- Increase network density
- Provide quality Wi-Fi service with uninterrupted service

Solution

- Indoor and outdoor access points
- Virtual SmartZone (vSZ)[™]
- RUCKUS AI[™]

Benefits

- Increased the number of concurrent users on the Wi-Fi
- Increased the quality of coverage to all customers
- Ease of management with the use of the vSZ
- Robust AI-driven network assurance and troubleshooting

Superior technology and easy management provides end-users with quality service

A few years ago, Wi-Fi was a nice-to-have amenity. Today, it's seen as a must have just like having the basic needs of everyday life such as electricity, shelter and food. Whether employees in enterprises large and small, guests at hotels, people hanging out in the city — we're all addicted to our Wi-Fi. Everybody relies on service providers today for their mobile services. Whether you're working remote in a hotel room, studying in the student dorm, shopping in the city or camping — the one common denominator that everybody wants is reliable Wi-Fi. Because service providers know that the customer can choose who they want to use, it's important that service providers deliver high performance, always-on wireless services.

Challenge

Wifirst is one of the pioneers of the “as a Service” connectivity model. It provides its customers with a complete and tailor-made service including audit, design, deployment of high-quality Wi-Fi networks (with full site coverage), connection of sites to the core network, supervision by AI, site maintenance and upgrades.

Wifirst is present in France, the United Kingdom, Spain, Italy and Germany and currently covers 30 countries. It is one of the only Wi-Fi operators with dedicated solutions for student housing, hotels, military bases and camp grounds with its own core network. The challenge that Wifirst was facing was finding a product that could deliver uninterrupted service that was scalable and easy to troubleshoot.



“Quality is key in making sure the Wi-Fi works anytime—anywhere. We needed to find a vendor that could provide us with robust, reliable and top-quality access points,” states Arnaud Puy, Chief Operating Officer at Wifirst.

Wifirst provides service to over 1,000,000 rooms so a centralized managed platform was key. “We need to take care of more than 250,000 access points that we installed and are operating on a daily basis and to do that we needed a central interface to make sure all the configurations are good and everything is working well,” says Puy.

Solution

Needing to find a top-quality vendor, Wifirst’s requirements were twofold. The first was top quality products with the need of being manageable in an easy and centralized way and the second was the ease of management and support to the in-house IT team, to help them troubleshoot and run a high-performance reliable service and deliver SLAs. RUCKUS was the clear winner in meeting these needs. Utilizing the flexibility of the Virtual SmartZone (vSZ) controller, the benefits of BeamFlex+® access points (APs), and the network assurance of RUCKUS AI, Wifirst was able to deliver better coverage to its customers.

Using the adaptive antenna technology, the access points have an automatic interference mitigation to deliver consistent, predictable performance at extended ranges with up to an additional 4dB of BeamFlex® gain on top of the physical

antenna gain and up to 10dB of interference mitigation. This type of reliable Wi-Fi is perfect for service providers in delivering the top-quality service its customers are looking to receive.

The vSZ is a key building block in enabling Wifirst to provide a complete managed service to their customers. This includes management of the access points on the customer’s premises as well as all back end systems in their data center. One of the most important back end systems is the WLAN controller.

“The BeamFlex technology has allowed us to provide better coverage, better quality of service to our customers and the Virtual SmartZone has allowed us to manage centrally in a unified and simplified way,” comments Vincent Guilbeau, Chief Operating Officer at Wifirst

The advantage that Wifirst has seen since the RUCKUS Networks deployment is the increase in the quality of coverage. This is what customers are looking for when choosing a service provider. They want a provider that they can rely on.

“At the end of the day, the better signal—the better experience for the end user,” states Puy.

“As a service provider with high skill in WLAN networks, our success depends on meeting customer SLAs and efficiently managing to those SLAs. That means quickly addressing issues that arise in a network. Turning on RUCKUS AI leads us very quickly to a potential problem on another element in network infrastructure causing roaming issues. This makes our support operations dramatically more efficient,” states David Berkowitz, Chief Technology Officer at Wifirst.

With the RUCKUS® solution, Wifirst is able to deliver high performance to its customers and provide an environment that serves its customers in the very best way.

“RUCKUS Networks and Wifirst share the same vision of quality of service. We love working with all the different teams at RUCKUS Networks and look forward to doing more business together,” concludes Guilbeau.

www.ruckusnetworks.com

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