

Case Study

# CEO Technologies Serves Up Industry-Leading Connectivity Across Large Texas Developments

When two sprawling campus developments in Texas faced different Wi-Fi challenges across their similarly large sites, they turned to CEO Technologies for the right solutions to create a seamless user experience.



# CEO Technologies

**For large developments with multiple buildings featuring residential, commercial, and outdoor components, seamless Wi-Fi connectivity is imperative for providing a customer-centric, satisfactory experience across the site.**

Mobility across larger sites presents a unique challenge when it comes to designing a network infrastructure that connects widely varying units, multiple buildings, and even remote areas of a site. Furthering the complexity of these sprawling sites, many masterplan developments target a high-end customer base that requires elevated customer experience. Add to that the density challenges of multiple buildings on many large campuses and you can see how things quickly get interesting for an Internet Service Provider (ISP) working with various large-site clients. How do large campuses and multi-use developments create reliable connectivity through customized Wi-Fi solutions?

Enter CEO Technologies, who often partners with Cambium Networks to deliver a customized solution for large sites. Having recently wrapped up two large development projects in Texas with great results, CEO understands a thing or two about handling network demands for large sites with multiple tenants.

For one large Texas campus site, CEO was called upon to address inadequate and inconsistent Wi-Fi connectivity across an existing site. In the case of this campus, while budget was a concern, the primary goal was creating quality user experience and consistent connectivity across the entire site, including 22 buildings.

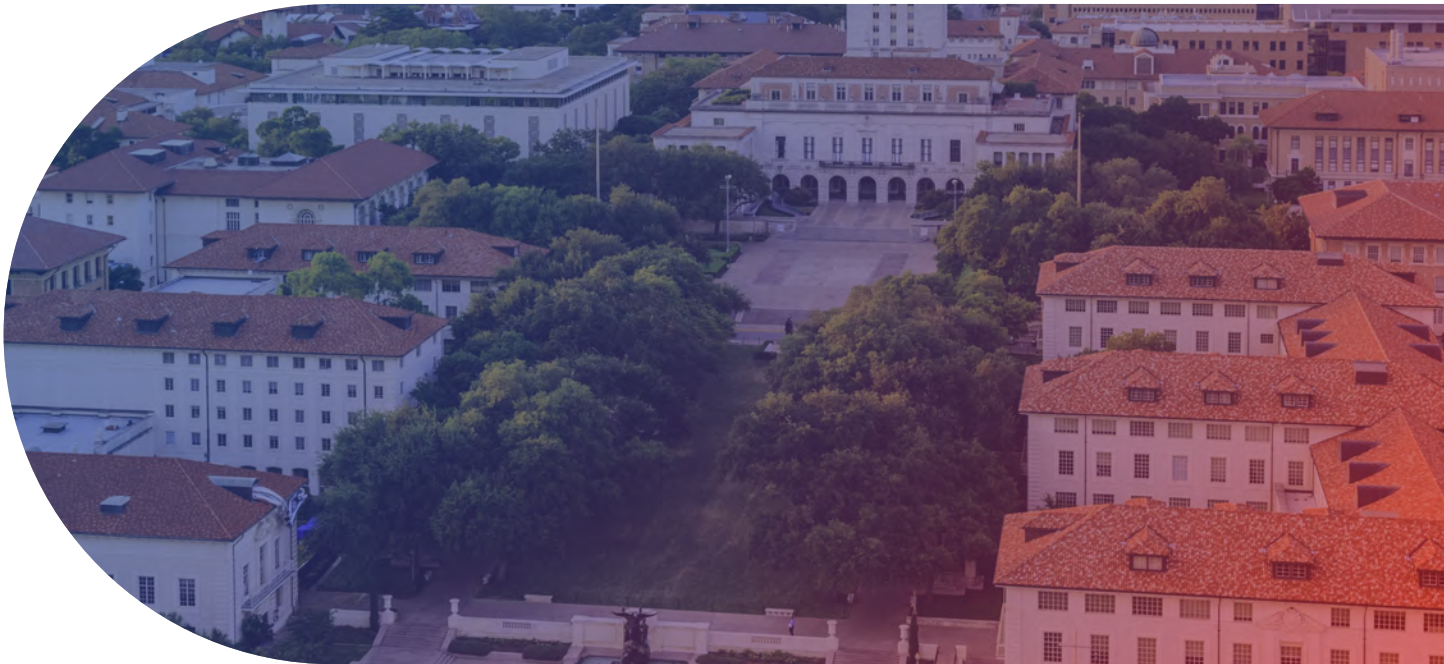
“ At CEO Technologies, we provide the fastest, most reliable speeds to multifamily properties, integrating cutting-edge wireless technology solutions and outfitting clients with white-glove, managed support for their entire network. ”

– **Stefanie Browne**  
Sales Director, CEO  
Technologies

Leveraging their expertise in large-scale wireless solutions, hardware refreshes, and IT managed services, CEO was able to vastly improve resident experience and get the customer's network improvements done in record time.

For a second client with another sizeable site, this time a luxury mixed-use masterplan development, CEO designed a fiber network as part of the overall construction of the development. With a high-end customer base that demanded great connectivity as they moved around this lifestyle concept of homes and apartments, commercial office, retail, golf, and other amenities, CEO is deploying a solution to make the developers' vision come to life just in time to help bolster sales for the client and bring value for incoming tenants.

To finish it off, CEO took it a step further for both clients, providing concierge-level technical support for every portion of the clients' networks, every subscriber, and every scenario – for true turnkey service and reliability. And with CEO's uniquely designed program for Multi-Family Property owners, each client now has the opportunity to share in the profits of tenants' internet subscriptions, offsetting the cost and providing measurable ROI for their investments in their network.



# Great Expectations Require Great Solutions: Designing Dependability for Different Large Sites

For two different, large Texas sites, user experience was a shared priority. Learn how CEO devised a plan for each unique client that melds the affordability of a WISP with the turnkey service of an MSP.

## The Challenge

For a College Station campus site, the client faced unique challenges with a sprawling footprint and 22 buildings to serve. An existing subpar solution was not delivering quality service to the number of subscribers the client had. While budget was certainly a factor, this campus site had one main driver: resident experience. Facing a brief window to complete the hardware upgrade, CEO would need to devise a quick-thinking plan that addressed all considerations effectively.

For a very different Texas masterplan development client, a luxury feel and demanding customer base meant that user experience must be seamless and incredibly mobile across the lifestyle development. With strong network connections and consistent experience – even on the golf course – being a key selling feature of this multi-use site, CEO had to create scalable and simple community connectivity with concierge support for post-install.

## Client Overview & Requirements

### Client 1

- 1 Upgrade or replacement of existing subpar hardware with cost-effective solutions
- 2 Provide quality connectivity across 22 buildings and a large campus site
- 3 Give customers the opportunity to individually increase their bandwidth as an optional upgrade
- 4 Decrease the number of calls for internet service issues

### Client 2

- 1 Brand-new fiber network installation for a large, luxury masterplan development
- 2 Indoor/outdoor access points and connectivity for even remote areas of the site
- 3 Mobile user experience and seamless movement capability across the site
- 4 Concierge support for client and their subscribers after install

## Quality Wi-Fi For Every Tenant

CEO Technologies leveraged Cambium Networks solutions to design and deliver two unique plans for these clients' large sites.

For its College Station campus site, CEO Technologies leaned on Cambium for a strong solution when it came to replacing the client's existing subpar hardware. CEO selected the Cambium cnPilot™ e425 solution to replace the existing technology, including access points (AP) that would mesh together to provide unified coverage across the full property while giving individual tenants the option of upgrading their bandwidth.

Addressing each individual building after the initial hardware refresh, the total project was wrapped up in just five weeks. And with CEO's Multi-Family Property program, a quality basic experience was provided to every tenant – with upgrade options available to increase individual subscribers' bandwidth – while the client could share in the profits from each tenant's subscription.



For the second client, facing a luxury clientele that would be highly mobile across the large site, CEO proposed a private fiber backbone network that would be installed across the full campus. This created the basis for connecting every home, apartment, retail space, as well as light poles and other outdoor features, creating a boundless network across the full site.

Upon installation of the fiber service, several sites have been outfitted with a wide array of Cambium's indoor and outdoor Wi-Fi APs to create the truly seamless experience the client wanted for their high-end customers. And with CEO's support team acting as the ISP and offering a variety of service plans along with white glove technical support, the client's full vision will come to life in 2021.



# Quality Wi-Fi for Every Tenant

## College Station Campus Site

1

Replacement of poorly performing hardware with cost-effective Cambium cnPilot e425H Wi-Fi access points, creating unified coverage across the property

2

Optional bandwidth upgrade capability for individual tenants

3

Met budget and maximized connectivity across the site with one unified network solution

4

Massive reduction in tech support calls – from two per week, to now less than two per month

## Luxury Masterplan Site

1

Private fiber backbone network across entire site

2

Combination of indoor and outdoor Wi-Fi APs to link the entire site and create seamless coverage

3

Thoughtfully designed fiber network with Cambium Wi-Fi APs connected to create a boundless, mobile-ready network and maximize user experience

4

White-glove technical support for an entirely turnkey solution, adding value for luxury residential and retail tenants

# How CEO Technologies Created High Value for Clients with Large Sites

By elevating user experience, reliability, and connection speeds for two different clients with large sites, CEO positioned their customers for long-term success and value.

Despite different clients, user profiles, and challenges, CEO created unique solutions for each application that created consistent network speeds and improved user experience across a large footprint.

For the 22-building campus client, the results were immediate improvements in bandwidth and connection speeds for every tenant. This resulted in a dramatic decrease in tech support calls, dropping from several per week to only two per month on average. What's more, CEO was able to devise this full hardware refresh and improvements within the client's budgetary constraints – the icing on the cake. And with CEO's Multi-Family Property program, the client can now share in additional profits to help offset their investment in a better network, providing tangible ROI for the client and measurable improvements for their tenants.



For the luxury masterplan client, upon completion of the six-month project, they will have a seamless network that provides the truly mobile experience they needed in order to sell high-end residential units and retail space, as well as to drive more traffic to the golf course and other amenities on site. With a durable, consistent solution in place and connected into a site-wide fiber backbone network, this client will see new subscribers and the scalability to meet them for years to come. And with CEO's white-glove service and concierge technical support, the entire site will now be covered with truly high-end management services long after residential and retail tenants have settled into their new spaces.



Headquartered in Central Texas, CEO Technologies is a Fiber Internet Company that is blazing the way for a new MDU experience. Not only providing the fastest most reliable speeds on a bulk or individual subscription to multifamily properties, but also integrating cutting edge wireless technology solutions into its projects, and providing white glove managed technical support for the entire network. CEO has uniquely developed a program for Multi Family Property owners to share in the profits of each tenant's internet subscription all while providing the fastest internet service user experience available to residents.

The full range of CEO Technologies offerings include networking, large scale wireless solutions, fiber connectivity, Smart City Solutions, hardware & software deployments, IT managed services, phone systems, audio/visual, automation, access control, and security & surveillance.



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Cambium Networks is a leading global provider of wireless solutions that connect people, places, and things.

Cambium Networks empowers millions of people with wireless connectivity worldwide. Our wireless portfolio is used by commercial and government network operators as well as broadband service providers to connect people, places and things. With a single network architecture spanning fixed wireless and Wi-Fi, Cambium Networks enables operators to achieve maximum performance with minimal spectrum. End-to-end cloud management transforms networks into dynamic environments that evolve to meet changing needs with minimal physical human intervention. Cambium Networks empowers a growing ecosystem of partners who design and deliver gigabit wireless solutions that just work.