

### CASE STUDY



#### OVERVIEW

Affinity Living Communities is part of the Inland Group, which is an industry leader in the development of senior living communities. At Affinity, a resident's ideal day is more likely to include bungee jumping than bingo, and the communities reflect that attitude. Community amenities include a game room, art studio, movie theater, indoor saltwater pool, fitness center, Irish pub and more.

#### REQUIREMENTS

- Complete wireless coverage and HD streaming capability in a high-density environment
- Ultra-secure, yet easy-to-use solution
- Private networks for each resident
- Senior-focused customer service

#### SOLUTION

- Ruckus ICX POE switching
- Ruckus R510s throughout the property
- Ruckus ZD1200 controller to simplify network set-up and management

#### BENEFITS

- Simplified network set-up and management, enhanced security
- Increased number of concurrent clients supported per AP while improving signal strength and wireless reliability
- Reliable, trouble-free Internet service
- Smart-home capabilities
- A fully managed, proactively monitored solution
- Responsive and fast-acting customer service

## RUCKUS AND DUAL PATH TEAM DELIVER SEAMLESS WI-FI TO SENIOR AFFINITY LIVING COMMUNITIES

Providing Internet services to senior living communities presents a unique set of challenges that telco and cable companies must overcome. For example, seniors demand technology at or near the level expected by younger population groups. However, they also require an on-ramp to the technology that is sensitive to their specific needs.

#### THE CHALLENGE

Affinity Living Communities has a growing number of locations across Texas, Colorado, Minnesota, Idaho and Washington. Its properties offer extensive amenities that both enhance and simplify the lives of their age 55+ residents.

When it came to the Internet, Affinity wanted to offer a simple, yet secure, Wi-Fi solution that provided the speed and reliability residents demanded. It first tried an off-the-shelf, unmanaged solution, which Affinity quickly realized was insufficient for its needs. Residents were unable to obtain the speeds and coverage they required, and basic tasks such as wireless printing or connecting a smart TV were nearly impossible for residents to accomplish on their own.

"We were losing residents due to the poor quality of the Internet service in our community," said Kate Galbraith, Affinity Community Director. "The system was constantly dropping people. Some parts of our communities couldn't get service at all. Most residents couldn't stream video without experiencing constant freezing. We needed a much more powerful Wi-Fi solution, and a partner that could help manage the system."

#### THE SOLUTION

Affinity's search for a reliable, secure, easy-to-use Internet service led it to Ruckus partner Dual Path, who designed an ideal solution that met the following requirements:

- Complete wireless coverage throughout the entire community footprint
- Individual private networks for each resident
- Enterprise-grade systems with "always on" reliability
- A proactively managed and monitored network
- Intuitive and easy-to-use interfaces for residents
- Technical support representatives that understood how to work with senior end users



“I knew we’d have to deliver a bullet-proof system uniquely designed for Affinity’s needs. My first call was to Ruckus.”

**ERIC MARKOW**

Founder and Chief Technical Officer of Dual Path

As a leading provider of Internet and Wi-Fi services to senior living communities, Dual Path understood the unique challenge of Affinity’s residents and staff. As with Affinity, Dual Path’s vision for senior residences is the delivery of secure, reliable Wi-Fi in a simple, yet powerful package that allows residents to do more independently.

“Affinity was an ideal match for our service model. But I knew we’d have to deliver a bullet-proof system uniquely designed for Affinity’s needs. That’s why my first call was to Ruckus,” said Eric Markow, founder and chief technical officer of Dual Path. “Affinity was experiencing multiple challenges when we came on board. Their need for a ‘rip and replace’ upgrade highlighted the importance of selecting the right partner from the beginning. We call our service the ‘Easiest Internet Ever’, but to deliver on that promise requires the equipment at the foundation of our platform to be rock solid.”

According to Markow, Dual Path deployed a solution that consists of Ruckus ICX switches and R510 APs strategically placed throughout the property to ensure complete wireless coverage. Each location has a Ruckus ZoneDirector 1200 that manages and controls the wireless network, providing simplified provisioning, firmware management and wireless frequency coordination throughout the property.

The Ruckus R510 APs enable continuous Wi-Fi coverage throughout the entire property. 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 the perfect choice for dense device environments.

With Dual Path’s solution in place, Affinity residents’ Internet complaints dropped to nearly zero.

“Dual Path thoroughly reviewed the technology infrastructure we already had in place, then showed us what parts needed to be upgraded or re-configured to make it work for our residents,” Galbraith stated. “Our new Wi-Fi network has helped significantly improve our resident retention. This is a huge change since we were losing residents due to the poor Internet service.”

Additionally, Affinity staff and residents can rest easier knowing that their Wi-Fi networks operate with the highest levels of network safety.

“They’re not accessing a shared Wi-Fi network with little or no security,” explained Markow. “They’re on their own private resident network with all of its inherent safety and security. We relied on Ruckus technology to provide this sophisticated and desirable feature.”

As Markow highlights, the relationship between Affinity and Dual Path has been excellent.

“We love giving community directors and leasing staff higher confidence in the level of service they can promise by providing their residents with great service and support, and catering to all users—whether basic or advanced,” he added.

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