

CASE STUDY



OVERVIEW

Shift is a leader and innovator in the development of advanced laboratory systems in Brazil and other areas of Latin America. At the company's headquarters, the poor performance of the legacy Wi-Fi was an obstacle to productive team collaboration. Dealing with constant Wi-Fi problems was also a drain on IT resources. The company evaluated several Wi-Fi vendors, and the test results were clear: Ruckus had everything that Shift wanted for reliability and performance, as well as the best benefit/cost ratio.

CHALLENGES

- The poor performance of the Wi-Fi hampered collaboration and productivity in a fast-paced, innovation-driven business
- Connectivity problems made it almost impossible for employees to roam through headquarters without losing a signal
- The lean IT staff was spending too much time trying to troubleshoot all of the Wi-Fi problems

SOLUTION

- Ruckus indoor 802.11ac access points (APs)
- Virtual SmartZone controller

BENEFITS

- Ruckus high-performance, reliable Wi-Fi supports the company's data-intensive work and the collaboration of multidisciplinary teams
- Coverage is no longer an issue, enabling employees to travel anywhere around the headquarters offices without losing connections
- IT has reclaimed so much time that it can accelerate more strategic development projects

POOR WI-FI FRUSTRATES TEAM COLLABORATION AND EMPLOYEE PRODUCTIVITY AT HEADQUARTERS

Anyone who has ever received medical care knows the importance of laboratory tests. We anxiously wait for results, knowing that the information may play a big role in guiding our care.

Few of us will ever see the inner workings of a laboratory. If you're expecting to see only beakers, vials and microscopes, the sophistication of today's equipment will probably astound you. Perhaps some of the biggest advances in healthcare are in the area of laboratory instrumentation capable of highly complex testing.

That's why the work of Shift is so important to advances in healthcare in Brazil and other countries in Latin America. Founded in 1992, Shift is a leader in the design and development of laboratory systems. Shift processes clinical exams and vaccines for more than 43 million patients a year. Shift equipment is used by about 20,000 pathologists to process some 230 million laboratory tests a year. These numbers have grown by roughly 20% over the past six consecutive years. The growth was recorded in billing and also in the number of exams processed by the company's solutions.

The company's flagship product, Shift LIS, is an information system that enables the complete and integrated management of laboratories. The company has continued to develop and introduce several other products to support clinical decision making and the efficiency of lab operations.

Staying at the leading edge of laboratory science requires a culture of innovation. It requires employees who are driven by delivering the best. "Technology and innovation are in our company's DNA," says Vinicius Pradella, sales executive at SHIFT. "Collaboration is also fundamental to how we work. You can't have the best information system for the laboratory market without a multidisciplinary team approach to projects."

But the existing Wi-Fi network often hampered collaboration. About 50 employees work at corporate headquarters in São José do Rio Preto, a municipality of São Paulo, Brazil.

Employees had trouble connecting and staying connected to the Wi-Fi. The throughput was frustratingly slow. Roaming was even worse: employees couldn't even walk from desk to conference room without losing a signal. Which might interrupt a download, a conference call or project in progress.

"This is a fast-paced, data-intensive business," says Pradella. "We need a Wi-Fi that supports a high-density, high-performance environment. Our employees

are very driven to do the best work every day. When they can't access the data and applications they need from anywhere, that translates to lost time and money for the company."

It was definitely time to replace the Wi-Fi network at headquarters. The team worked with Westcon and WZTECH Networks in the selection of a new Wi-Fi vendor. They set up a pilot with Ruckus, Aruba and Fortinet.

In pathology terms, the findings could not have been clearer. "Ruckus RF technology had the best performance of the vendors we tested," says Pradella. "Ruckus understands the demanding environments of customers like Shift. They consider everything: reliability, throughput, capacity, roaming and support for all types of mobile devices. They even had the best benefit/cost ratio."

THE NEW WI-FI STABILIZES COMMUNICATIONS AND FIXES FRUSTRATING PROBLEMS

The entire headquarters facility is now equipped with Ruckus 802.11ac Wave 2 access points (APs), including conference rooms. The superior coverage of Ruckus APs meant that Shift had to deploy fewer APs compared to the number proposed by the other two competitors.



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VINICIUS PRADELLA

Sales Executive
Shift

"It's like Ruckus was tailor made for our business," says Pradella. "Employees are extremely happy with the new Wi-Fi. We've gone from dealing with constant complaints to zero problems. In fact, we've gotten a lot of compliments from many teams, which is very gratifying."

Employees can connect to the Wi-Fi using any of their mobile devices. They can roam anywhere in the building without losing connection to the network. High-density use is not a problem; the network easily handles any number of people using Wi-Fi for high-bandwidth applications, like video streaming.

There's another team within Shift that's very happy with the Ruckus choice: the company's IT team. Shift practices lean IT, so there are only five people responsible for every aspect of technology that supports this technology-driven company. With the old Wi-Fi, IT was spending a disproportionate amount of time trying to troubleshoot problems. Ruckus takes very little IT resources. Most changes, like a new configuration or adding an SSID, take minutes.

Ruckus Virtual SmartZone controller also provides reports that enable IT to better understand traffic and usage down to the device level. Even though Ruckus specified fewer APs compared to the competition, the IT team can see from actual usage that the company has capacity to spare, even during peak usage.

The IT team has freed up so much time, it has been able to put resources toward forward-looking development projects. One such initiative is incorporating IoT capabilities into Shift products. The company intends to be an innovator in this space as well.

"We develop our solutions thinking about how technology can leverage our customers' business health and assist people's well-being," says Marcelo Lorencin, president at SHIFT. "This is a daily exercise, where we continually invest in the quality of our work."

"Ruckus is the perfect example of an investment that has contributed to the quality of our work," says Pradella. "The new Wi-Fi has solved our stability issues. We have complete, uninterrupted coverage anywhere at our headquarters, which supports our collaborative culture."

In fact, the company has decided to standardize on Ruckus for all of its office across Brazil. "We understand the commitment to excellence that it takes to build customer loyalty. We trust the Ruckus brand. They've given us the foundation for continued innovation and leadership in the laboratory systems market," says Pradella.