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REACHING NEW HEIGHTS IN LUXURY APARTMENT LIVING: GIVING RESIDENTS A 300,000-SQUARE-FOOT PERSONAL, SECURE WI-FI NETWORK

300,000-sq.-ft. property-wide Wi-Fi network

1,000+ devices onboarded in one weekend with zero help desk calls
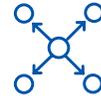
234 access points—one for every unit and eight in common areas

AVE Union in New Jersey is a luxury residential community featuring fully furnished and unfurnished apartments. Consumer-grade Wi-Fi was replaced with an enterprise-grade RUCKUS® Wi-Fi network. This gives residents a complete RUCKUS-powered living and working connectivity experience. The unified network, managed by Intello by TELUS Business, is based on RUCKUS SmartZone™ network controllers, access points (APs), ICX switches, and Cloudpath® Enrollment System. Intello uses Cloudpath, which integrates via API with Intello's own resident portal, to simplify network onboarding for residents. This allows them to connect to the network quickly, easily and securely. All residents have VLAN-based personal networks in their apartments, accessible across the 300,000-sq.-ft. property with their own secure password. It's an innovative white glove internet service that further distinguishes the AVE brand from its competition.

AVE

Customer
AVE Union

Location
New Jersey, USA

The property manager's perspective

A simple resident survey revealed that Wi-Fi performance was falling short of resident expectations. Instead of just changing internet service providers, AVE Union changed its entire model for resident connectivity. The property now has a RUCKUS wireless and wired enterprise-grade network with RUCKUS Cloudpath Enrollment System for secure network access. As a managed service provider (MSP), Intello by TELUS Business is responsible for managing the AVE Union network 24/7/365. DBL, a system integrator that has a long relationship with AVE properties, influenced the

choice of a RUCKUS network managed by Intello and installed the hardware.

The day they move in, residents have always-on, high-performance Wi-Fi—no installation required. It's an easy, self-service environment that enables residents to connect their devices with a single password per resident. "The sales and leasing team is incredibly excited about showcasing these capabilities to current residents and new applicants," says Lyndsey Jordan, manager for two of AVE's properties in New Jersey: AVE Union and AVE Clifton.

There are many other benefits to the new network service, including:

FLUID AND FLEXIBLE INVENTORY TO MEET DEMAND

The network gives AVE Union's property management the ability to use physical inventory with greater fluidity and flexibility to adapt to demand and maintain high occupancy rates.

INCREASED STAFF PRODUCTIVITY

With the old network, the on-site team was frequently involved in helping residents deal with Wi-Fi connection issues. With the new network, reliability and performance have improved dramatically. This means the team can spend more time on the first-class service that residents value. The network also supports mobile apps that increase productivity for housekeeping, maintenance, front desk and other team members.

SUPPORT FOR CHANGING WORK MODELS

With enterprise-grade Wi-Fi and VLAN-based personal networks that extend across the property, residents can work productively and securely from their apartments, in a flex workspace, conference room, by the pool, or the on-site cafe.

PROMOTING INDIVIDUAL AND COMMUNITY CONNECTIONS

"The way that people live and work today has evolved. People may work from home, but they don't necessarily want to feel isolated," says Jordan. "That's why a personal secure Wi-Fi network that spans our whole property is such an innovative, forward-looking model for remote working and work-from-home. With Intello by TELUS Business and RUCKUS Networks, we've raised the bar on meeting the needs for individual connectivity and connection to the community."

"With our new network from Intello and RUCKUS Networks, we now have white glove internet service—an always-on, high-performance personal Wi-Fi from the first day of occupancy. It's an innovative business model that gives us another competitive advantage in the dynamic rental market. We've also freed up team resources to focus on higher-value services. And we're optimizing our inventory by using technology to personalize apartments to different resident needs."

**Lyndsey Jordan,
regional director,
AVE Union and AVE Clifton**

IT's perspective

BEFORE

With the old Wi-Fi, new residents had to request an installation date from the internet service provider (ISP). Each unit had its own network using cable modems and routers, which created congestion, channel conflicts and reliability problems.

The IT team spent too much time managing the internet service provider. But IT's ability to solve problems was limited because they had very little control over the network.

After comparing company-wide network traffic reports both before and during the pandemic, the network traffic during the day increased exponentially during the pandemic due to remote work. "Our vision was giving residents an easier way to get their Wi-Fi and onboard their devices," says Brian Wychules, director of technology and asset for all AVE properties. "No captive portals that require a resident to call the ISP to whitelist MAC addresses for each device. I asked Intello to make that a reality."

AFTER

The new network is deployed in AVE Union's 226 units. Within the first 24-hour period, residents connected over 1,000 devices—including IoT devices—without a single help desk call.

Because the RUCKUS network covers the entire property, each resident essentially has a 300,000-sq.-ft. private Wi-Fi network. They get their own personal network via VLAN over a single physical network—they see their devices but not those of their neighbors. Residents receive their own password via email or text. They simply enter the key into each device to connect to their own virtualized personal network.

Each resident's password is associated with the lease expiration date. If the lease expires, the credentials lapse. If the resident renews, the network credentials are updated with the new lease dates. The entire process is automated.

Another dimension of the white glove connectivity is that residents can use Wi-Fi calling on their phones. If they encounter poor cell coverage on the property, they can switch to Wi-Fi calling.

THE MANAGED SERVICE PROVIDER'S PERSPECTIVE

"RUCKUS Cloudpath Enrollment System is instrumental to providing a great connectivity experience for AVE Union residents. It enables virtualized personal networks via VLANs across a property-wide managed network and integrates via API with the Intello-provided resident portal," says Charles-Étienne Dubé, network solutions architect for Intello by TELUS Business.

CLOUDPATH DYNAMIC PSK

Cloudpath uses RUCKUS Networks patented Dynamic PSK™ (DPSK), designed for self-service login. Dynamic PSKs eliminate the need to install a certificate on each device. They are intuitive for users and much more secure than conventional PSKs because residents are issued a unique password. Residents don't have to locate a MAC address on their device and then register it through a captive portal.

Cloudpath solves another problem—automating the assignment and distribution of keys. Because passwords are generated automatically, staff members don't have access to a resident's personal password.

Residents interact with a special portal developed by Intello that leverages

> "I'm passionate about what we've created. This is truly innovative in the luxury rental marketplace. The network has exceeded my expectations, from the smoothness of the rollout to how far this foundation can take us into the future. Intello and RUCKUS Networks are great partners to work with in this ongoing journey."
>
> **Brian Wychules, director of technology and asset, AVE**

Cloudpath APIs to provide secure network access and other functions. Residents navigate seamlessly from the Intello portal to the Cloudpath resident portal, where they can view their devices, change their Wi-Fi key and grant guest access to visitors.

CLOUDPATH APIS

Intello had to meet an aggressive schedule to design and deploy the network. "It was a great advantage to be able to integrate Cloudpath into the Intello MDU portal. RUCKUS Networks does a great job with APIs and documentation, which is not always the case with manufacturers. We also work with RUCKUS Networks extensively in

the hospitality sector, so we knew they'd be available if we needed their help," says Dubé.

SMARTZONE NETWORK CONTROLLER

"The centerpiece of the managed Wi-Fi network is RUCKUS SmartZone network controller. It was easy to integrate SmartZone with the Intello platform so we can monitor the entire network from our dashboard," says Dubé. "SmartZone, combined with the reliability of RUCKUS equipment, gives us a 'set and forget' network. We're instantly alerted to any problems, so our technicians don't have to constantly monitor the network. SmartZone also gives us a wealth of data and reports that we can use for planning."

SmartZone flexibility is another technical and business asset. "We use virtual SmartZone deployed on a leading cloud services platform. We can manage several MDU customers with a single instance of SmartZone, which is a big advantage for expanding our network management as a service business," says Dubé.

SUPPORTING DYNAMIC, HIGH-GROWTH NEEDS

Network traffic increased exponentially during the pandemic due to remote work. The new network handles this volume with ease. "We're confident that RUCKUS Networks gives us the best networking foundation to support the growth and dynamics of smart apartment communities," says Wychules, "It will be easy to replicate at our other properties nationwide—in fact, we've already started."

RUCKUS products

- Indoor and outdoor APs
- ICX switches
- Cloudpath Enrollment System
- SmartZone network controller

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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