

For senior residents, better living starts with better communication

Customer

Erickson Living

Country

United States of America

Challenges

As today's tech-savvy seniors transition to retirement living, Wi-Fi connectivity is a necessity, not a luxury. To meet its residents' rising expectations and stay ahead of the competition, Erickson Living chose CommScope to provide state-of-the-art network connectivity to its senior residential communities.

CommScope solution

Erickson Living is one of the largest developers and managers of continuing care retirement communities in the United States. The company provides a complete continuum of retirement and continuing care options—from independent living through higher levels of care—to help aging adults live better, more fulfilling lives.

Starting with a single facility 34 years ago, Erickson now owns and manages 19 communities across 11 states that more than 24,000 residents call home. The company employs more than 13,000



staff members and manages more than 30,000,000 square feet of residential and community building space.

Meeting residents' growing demand for better connectivity

When seniors move into an Erickson Living facility, they want the same level of Wi-Fi and internet connectivity they'd become accustomed to in their old homes. New and prospective residents' adult children also expect superior services to help them stay in touch with their parents after they move.

Erickson recognized that its residents were becoming more and more tech savvy and wanted to invest in broadband infrastructure to support their networking needs and provide superior service to all who live in, work at, and visit an Erickson community.

With many competitors already offering Wi-Fi and internet, Erickson needed to upgrade its current capabilities to add service that would improve the resident experience and maintain competitive advantage in their markets.

CommScope fiber solutions deliver gigabit wireless service

To provide the expanded and improved connectivity their residents demanded, Erickson Living decided to install gigabit passive optical networks (GPONs) at seven of its campuses in 2015—and CommScope’s RapidFiber™ hub and terminal optical LAN solution was selected for the new GPON fiber plants.

This state-of-the-art, plug-and-play FTTX system is designed to deploy optical fiber distribution networks for a variety of architectures—and do it in less time and at lower total cost. With RapidFiber, the Erickson networks could be installed without the addition of racks of equipment or the closets needed to house those racks.

With CommScope’s preterminated RapidReel fiber cable, there was no need for field connectorizing or splicing. This dramatically sped up the installation of the fiber plant, which lowered labor costs and minimized impact on the residents. The robust construction of the hubs and terminals allowed them to be placed in almost any location space was available. In addition, the system allows flexibility and scalability to add more bandwidth easily as needed, at lower overall cost.

Designed and deployed by a CommScope PartnerPRO™ provider

Maryland, USA-based Noovis LLC is a leading network solutions provider focused on designing, building, integrating, supporting and maintaining fiber-optic and wireless networks for large-building and campus environments.

A trusted member of the CommScope PartnerPRO™ Network, Noovis provided a complete turnkey solution for Erickson Living, for both new construction and existing campus retrofits. Currently providing full PON, DAS and Wi-Fi network support for 9,000 users, the deployment includes 200+ miles of fiber, 11 optical line terminals with more than 8,000 optical network terminals, and 3,000 wireless access points.

Noovis designed, engineered and installed all electronic and fiber components; deployed shared fiber backbones for DAS and PON; and provided cutover support for porting from previous service providers. They also offered technical expertise to the Erickson IT team for PON provisioning and turn-up services and coordinating the DAS implementations.



Anytime, anywhere access to high-speed internet

After the solution deployment, Erickson Living residents now enjoy state-of-the-art Wi-Fi internet access wherever they go in the community. The network offers a high-speed connection to ensure high levels of availability, quick downloads and instant access, with the cost included as part of their monthly service fee—no separate provider bill to pay.

“Erickson Living needed a connectivity solution that could be quickly and easily deployed, with minimal disruption to their residents, and which could be replicated across a diverse range of campus layouts. CommScope’s solution provided optimal installation flexibility while requiring little or no modification of the existing facilities.”

David Brown
CommScope—SVP, R&D CCS, Connectivity Solutions

The network also offers added security for residents, with private access to the Wi-Fi network via their smartphones, tablets, laptops, printers and other devices. Tech support is also improved, with a dedicated centralized call center, staffed by Erickson employees, offering a high level of personalized service.

Ready now for future service and security enhancements

Connected by CommScope fiber, Erickson's robust, expandable system is future-ready for additional services, including access control, video surveillance, building automation, resident health monitoring and more. The system will power the Erickson Now integrated electronic communication platform for residents, staff, residents' families and sales prospects. Residents will be able to use the system to schedule activities, check meal counts, view their bills, confirm doctor appointments and more.

The network will also enable secure smartcard access to campus buildings and resident apartments; smartcard point-of-sale charges on campus; electronic and video security monitoring; and fire, smoke and motion detector alarm response.

"Now that we have deployed a Fiber Deep network with the CommScope connectivity solution, our residents and staff are well connected. In addition, this broadband network is enabling additional value-added applications that drive smart building and green initiatives. This connectivity will help us manage our facility more efficiently and provide retirement living services to our valued residents more effectively."

Hans Keller
VP, IT Operations and Customer Support
Chief Information Security Officer,
Erickson Living

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