RUCKUS® NETWORKS

ELEMENTS OF BYRON:
Where luxury, nature, and tech converge

ELEMENTS OF BYRON

Customer
Elements of Byron

Location
Australia

Challenges

- Legacy GPON design caused 15-minute Wi-Fi dropouts as guests and staff roamed the resort

- Dead zones and inconsistent coverage across villas, pools, and outdoor paths

- Staff tablets lost connection mid-task, undermining productivity and response times

- Growing demands from guest streaming, video conferencing, and smart sustainability systems

- Rising guest complaints about connectivity, impacting the resort's premium brand perception

Benefits

- Seamless roaming across 50 acres—no more dropouts or re-logins

- Operational efficiency: staff apps stay connected, reducing errors and improving service speed

- Enhanced guest satisfaction: complaints drop, reviews improve

- Sustainability enablement: the network supports real-time solar and battery optimisation, smart metering, and guest education

Solutions

- RUCKUS Wi-Fi 6 access points (indoor and outdoor) delivering high-performance connectivity across 24 hectares

- RUCKUS ICX switching infrastructure simplifying backbone management and boosting performance

- RUCKUS SmartZone providing granular network visibility and control

- RUCKUS One cloud platform centralising configuration, monitoring, and troubleshooting

A connected, sustainable resort experience

For a resort the calibre of Elements of Byron, every connection counts. Guests wander from villa to spa to beachfront cabana expecting the same calm they find in the rainforest: no log-ins, no lag, no drama.

For Michael Skinner, General Manager of Elements of Byron, connectivity has become just as vital as conservation.

"We created a resort where guests can engage with nature, but they also expect to stay seamlessly connected. That balance is critical to the experience we want to deliver."

On the northern edge of Byron Bay, Elements is an award-winning sanctuary that blends native forest and pristine coastline with a digital infrastructure designed to be as refined as its environmental design.

But what happens when the health of the network can't keep up with the health of the resort?

Behind the scenes, the network's "vital signs" weren't stable. A legacy GPON/PON design caused re-addressing conflicts as people moved across the 50-acre property, producing long dropouts and anxious support calls.

"If a guest walked from their villa to the pool, the Wi-Fi could disappear for minutes," says Skinner. "In hospitality, that's like the air-conditioning failing on a 40-degree day; you feel it instantly."

That expectation—flawless Wi-Fi from the beachfront villas to the poolside cabanas—drove the team to rethink their digital foundations.

Partnering with RUCKUS Networks, they set out to build a network worthy of the Elements experience: one that could elevate guest satisfaction, streamline staff productivity, and support the resort's long-term vision of connected, sustainable hospitality.

With sustainability at its core, the resort preserves most of its 24-hectare footprint and operates one of Australia's largest solar and battery systems, both of which rely on stable, low-latency connectivity.

"A resort spread across 50 acres brings challenges that a high-rise hotel never faces," Skinner explains. "As trees get bigger, they can restrict coverage, so maintaining performance is an ongoing task."

Indeed, the health of the network had become inseparable from the wellbeing of the resort itself.

Stress-Free Service, Seamless Stays

Like many luxury resorts, Elements faced escalating connectivity demands. Under the old GPON setup, the network simply couldn't keep pace. Guests streaming movies or joining video calls encountered dead zones and frustrating dropouts.

"Before RUCKUS, we had dead zones and inconsistent coverage," says Skinner. "It just wasn't matching the premium standard we set in every other part of the resort."

He adds that luxury guests expect the experience to be better than home.

"Our market is sophisticated; many of our guests have advanced home setups that work seamlessly, so they

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>
> **Michael Skinner**
> **General Manager**
> **at Elements of Byron**

expect the same, if not better, when they stay with us."

The strain went beyond guest satisfaction. Staff driving golf buggies between villas relied on tablets and mobile apps to manage housekeeping and maintenance, but dropouts caused delays that added minutes to every task.

"Hospitality is unforgiving when it comes to connectivity," says Craig Clegg, RUCKUS Networks Regional Manager. "If the Wi-Fi doesn't work, that's the first review guests will write. Elements needed a network as dependable as the resort itself."

'Wellbeing' by Design: A Network That Just Works

Elements replaced GPON with a robust Ethernet-based backbone, deploying high-performance Wi-Fi 6 access points, ICX switches, and SmartZone management - all unified through

the RUCKUS One cloud for simplified configuration and real-time visibility.

"RUCKUS is built for demanding environments: stadiums, schools, hospitals," says Clegg. "A resort like Elements faces the same challenge: hundreds of roaming devices and a zero-tolerance threshold for downtime."

The results were felt across the property almost immediately. Mobile apps for housekeeping, maintenance, and guest services now run seamlessly, saving time and reducing stress.

"Connectivity is invisible when it works, and that's exactly what we wanted," says Skinner. "Now our team doesn't think about Wi-Fi. They can focus on anticipating guest needs instead of troubleshooting devices."

Guests, too, noticed the difference. "You can stay connected from your villa to the pool to the restaurant without any dropouts or delays. The experience is faster, smoother, and uninterrupted," Skinner says.

Complaints dropped sharply. "Guests expect flawless service, and Wi-Fi is now part of that definition. We rarely see feedback about interrupted Wi-Fi anymore; that problem has been eliminated."

For Clegg, the benefits were both human and technical. "When staff aren't fighting with devices, they engage more

with guests. That improves service levels and the overall atmosphere."

Because each RUCKUS access point delivers a larger coverage cell, Elements achieved the same result with around 40% fewer access points, meaning fewer fibre runs, switch ports, and significant cost savings.

Beyond cost efficiency, the network now supports the resort's sustainability systems - from solar and battery arrays to energy monitoring - delivering real-time insights that make Elements' green initiatives both operationally effective and transparent to guests.

"Our renewable energy program lowers costs," Skinner notes. "But it also shows guests that luxury and sustainability can co-exist, and RUCKUS helps us tell that story."

Lessons Learned

For Skinner, the project reinforced the value of smart vendor choices.

"When you're looking at the applications that will run on your network, it's important to choose vendors that can deliver multi-level solutions," he says.

Ultimately, he adds, it all comes back to guest expectations.

"Guests are used to dealing with big brands and seamless digital experiences. The best technology is like good health; you only notice it when it's gone. With RUCKUS, our network just works, so guests and staff can focus on wellbeing, service, and the unique experience that makes Elements special."

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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