CASE STUDY

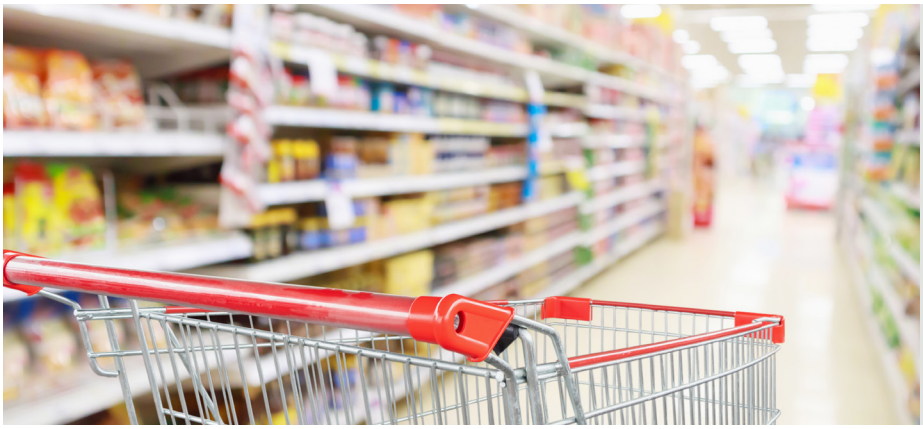
OCEAN STATE JOB LOT

RUCKUS helps boost productivity and reduce costs

85% fewer signal dropouts	1.2 million square feet covered	Productivity increase	Less downtime hours per week/month

Distribution center enjoys impressive coverage in a challenging environment

Facing the end of support for its legacy Wi-Fi® system, Ocean State Job Lot (OSJL) needed a solution that would provide reliable coverage for its 1.2 million-square-foot distribution center. By upgrading to new RUCKUS® access points (APs) with BeamFlex® technology and AI-powered management, OSJL achieved seamless coverage, improved productivity and reduced overall costs.



Customer
Ocean State Job Lot

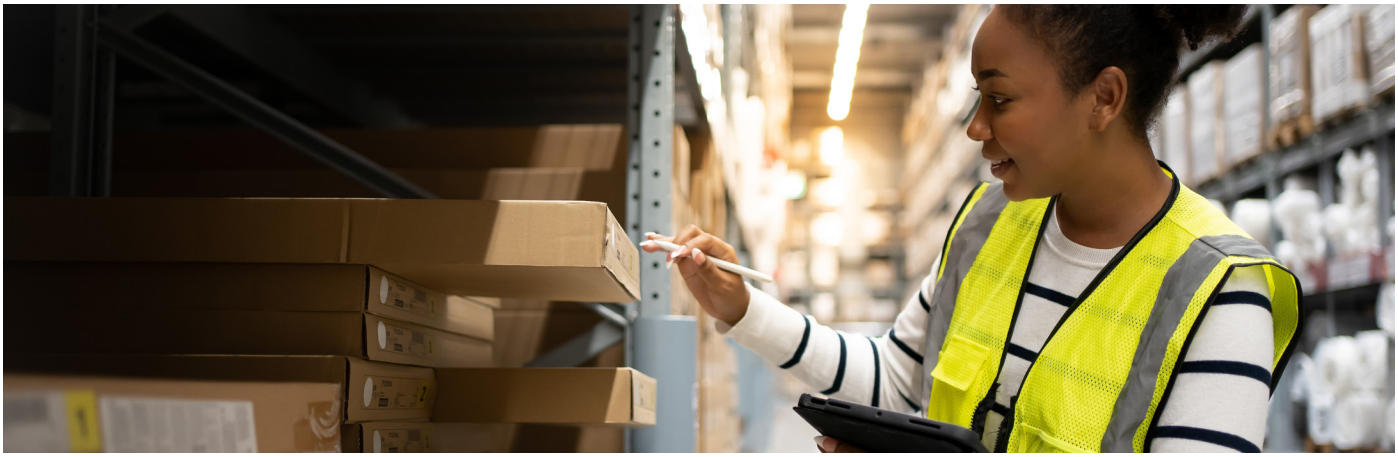
Location
North Kingstown, Rhode Island

Time for a modern solution

In 2023, OSJL, a thriving discount retailer, needed to upgrade the Wi-Fi network for its distribution center in North Kingstown, Rhode Island. The facility manages a constantly changing inventory of products and depends heavily on reliable wireless connectivity for daily operations. The decision to upgrade came as the RUCKUS system OSJL had installed in 2015 was reaching the end of its lifecycle. Having served the distribution center reliably for eight years, the company saw the opportunity to transition to a modern solution.

Over the lifespan of the initial deployment, the retailer had only replaced a single outdoor AP, and only then because it had sustained water damage.

"The need to upgrade wasn't due to performance issues," said Hugo Otero, network manager at OSJL. "The previous RUCKUS system worked incredibly well, but with the end of support for the controllers, we had to switch to a future-ready solution."



Maximizing coverage with fewer APs

Since the original 2015 deployment, OSJL's distribution center has expanded racking to accommodate increased inventory.

"It's a complex environment for any wireless network," Otero said. "We need coverage that penetrates dense areas, reaches high ceilings, and remains stable throughout the day as inventory changes."

Before deploying new RUCKUS APs, Otero considered other vendors' equipment, but they couldn't match the reliability, scalability and control of RUCKUS. This performance allowed OSJL to deploy fewer APs while achieving broader coverage—translating into significant savings for hardware, cabling and labor.

"They needed far fewer APs compared to other vendors," said Toby Burrell, sales director for SAB Solutions Inc., the reseller for the RUCKUS system.

OSJL deployed 76 RUCKUS APs, which included:

- 53 R650 APs in the distribution center
- Seven T750 outdoor APs in the truck lot
- 16 R650 APs in the adjacent OSJL headquarters building

In contrast, other vendors proposed up to 200 APs, Otero said.

"With other vendors, we were looking at more APs, plus extra switching and patch panels, and the labor that goes along with them," he said. "The RUCKUS solution kept all of those costs relatively low."

BeamFlex technology, a signature feature of RUCKUS APs, was a key factor in the 2015 deployment and was once again a top consideration in OSJL's upgrade decision. BeamFlex technology automatically adjusts antenna patterns in real time, packet by packet—maximizing throughput and connectivity in high-density environments. BeamFlex technology delivers superior coverage even in the most challenging areas of OSJL's distribution center.

"BeamFlex allows OSJL to get coverage in areas where other vendors simply can't," Burrell said.

Cloud management with no disruptions

Another key consideration in OSJL's choice to upgrade with RUCKUS is the RUCKUS One® cloud-managed controller. The technology comes with built-in artificial intelligence (AI) features, such as radio resource management (RRM). AI-driven cloud RRM automatically reviews data from every AP in the network, including interference, traffic patterns and previous radio activity. It then uses this information to adjust channel settings, width and transmit power to optimize performance across the network. As a result, OSJL benefits from reliable and efficient Wi-Fi with minimal manual intervention, providing strong connectivity and consistent network performance.

"This means less time spent on routine management and more time focused on core business operations," Otero said.

Value through strong relationship

Otero's relationship with RUCKUS extends beyond the technology; it's also about the continued support and partnership.

"RUCKUS doesn't just sell you a product and leave," he said. "They check in regularly to see how the system is performing and offer suggestions for improvements. It's a true partnership."

Burrell added, "RUCKUS has consistently delivered value for OSJL. Their technology, combined with the strong partnership we've developed, has made them the go-to solution for large-scale, complex environments like this."

To sum up, the 2023 RUCKUS upgrade has delivered for OSJL on every desirable front. From seamless implementation and remote management to improved coverage and cost savings, RUCKUS has once again proved to be the ideal solution for the retailer's unique needs.

"They're a tried-and-true solution," Otero said. "We're confident that the new system will continue to keep up with the demands of our business and deliver as we grow."

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>
> **Hugo Otero**
> Network manager at OSJL

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