

CASE STUDY: BRINGING NEW TECHNOLOGY TO OLD PROPERTIES

National WiFi was contacted by a property manager that was losing sales to new communities. During exit interviews, residents were citing new technologies available in other communities as a reason for leaving. Delivering community wide wi-fi seemed to be a great way to make a statement that this community was determined to match the features of its competitors.

PROPERTY INFRASTRUCTURE

The community is a 293 unit, 16 story high rise community built in 1963. When this community was built, cable TV service did not yet exist and internet had yet to be conceived. No significant infrastructure existed. The community did have an open conduit (an abandoned trash chute) that ran near the elevator shaft, so vertical deployment in this community would be straightforward, but horizontal issues were significant.

INITIAL ANALYSIS

We found un-insulated interior walls which made Wi-Fi signal penetration less of a challenge. We determined that a checkerboard style deployment would allow one wireless unit to serve two apartments. Aesthetics were very important to this owner and after working with a few of our vendors, we were able to propose a crown molding solution for the hallways that would work nicely to cover data cable runs horizontally in the hallways.

FIRST STEPS

Cabling was installed behind the crown molding and ran the length of the halls with penetrations into every other unit allowing us to mount a wireless access point inside the units above the entry doors. These cable runs then led back to the abandoned trash rooms which had been converted into data closets.



BY ADDING AN INTERNET SERVICE FEE TO EACH NEW LEASE, THIS PROJECT HAS SUCCESSFULLY TURNED INTO A PER-DOOR REVENUE GENERATING SYSTEM.

CONCLUSION

With this deployment in place, and backhaul established by a wireless connection to the rooftop, the community wide service was successfully rolled out with each new move in or lease renewal.

SOLUTION

With the strong relationship established with this owner, we were able to deploy this system with no capital costs to the owner. Further, by adding an Internet service fee to each new lease, this project has successfully turned into a per-door revenue generating system. When factored into the community's capitalization rate, this revenue has increased the value of the asset significantly.