etc.venues
www.etcvenues.co.uk

Business-Class Wifi comes as standard with etc.venues

Challenges
- Improve reliability and redundancy of WLAN.
- Assure user uptime to meet high service levels of business.
- Ensure the capacity and performance levels to deliver a business-class wireless experience to thousands of concurrent users.

Results
- Robust wireless infrastructure, eliminating single points of failure.
- Migration from autonomous APs to a smart controller-less architecture.
- Near-100% uptime and quality of service (QoS) features for optimal user experiences.
- Rated as the best events space provider for Wi-Fi connectivity in the UK.

"Aerohive gave us the best fit. Even if an Access Point goes down, it simply doesn't matter. We can be confident our clients and delegates can still work productively. Compared to my experience of competitors Aerohive is simply easier. It just works!"

John Branigan
Head of IT, etc.venues

etc.venues was established in 1992 and is a leading provider of training, exhibition and conference space. The company now has 12 venues spread across London and Birmingham and has scooped numerous awards for its facilities. etc.venues' portfolio of sites range from 10,000 square feet, used for meetings and training days, right up to 32,000 square feet, such as its premises at St Pauls, used for conferences and catering for 1000 people per day.

Challenge
A multi-award winning provider of conference space, etc. venues is renowned for quality. As part of its on-going commitment to providing the up most level of service for its clients, robust and reliable connectivity across its portfolio of business centres is critical.

John Branigan, *Head of IT at etc.venues*, commented: "The importance of reliable

WiFi access cannot be under estimated. All our clients, whether a CEO hiring a boardroom for a meeting or a delegate visiting an event for a day, expect top class business facilities and being able to connect and work when out of the office is a critical part of that. A poor Wi-Fi experience is simply not an option in our industry."

Having suffered reliability issues with its previous controller-based network from Cisco, etc.venues sought an alternative that was robust and with no single point of failure.

"With our previous WLAN, everything was reliant on a central controller," Branigan explained, "This meant if one Access Point went down, the network went down. With so many delegates counting on our services for productivity, it was clear to me we needed to eliminate this single point of failure.

etc. venues

case study

"With the majority of clients and visitors to our sites bringing in their own personal devices, such as Blackberry or iPads, it was important that we found a WLAN solution that would provide business-class connectivity to everyone, regardless of what device they were using. We needed the network to be smart."

Effectively balancing high-levels of performance with scalability was another key pre-requisite for the new WLAN solution. etc.venues caters for thousands of people every day, and so needed a solution that could cope with the huge levels of bandwidth this environment requires. Branigan continued, "Mobile devices, of every kind, are coming onto the network and demanding capacity for the internet, but also bandwidth intensive multimedia applications. The solution had to be able to cope with 980 people using the network at any one time, and not just cope but ensure their experience is a good one."

etc.venues turned to trusted partner Evolve, a leading UK provider of infrastructure solutions, to implement a WLAN solution that would meet its requirements. Following a recommendation from Evolve, etc. venues chose Aerohive for its controller-less based architecture.

Solution

With reliability and redundancy a key sticking point for the company's previous WLAN, Aerohive's unique controller-less approach was the perfect match for etc.venues. Unlike controller-based solutions where there is a single point of failure, Aerohive Access Points work together to recover from component failures without the need to deploy redundant systems, all while keeping the network wireless.

"With Aerohive, the intelligence is in the APs themselves," said Branigan. "It quickly became clear that this would enable us to provide the highest levels of network availability and resiliency we needed. From the outset we were looking for a smarter solution, and Evolve has delivered that. With Aerohive the network "self heals" around failure points, distributing critical control functions like QoS or identity-based policy enforcement to smart APs. This means we can provide that 'always-on' connectivity our visitors demand."

Working closely with the IT team, Evolve installed a range of Aerohive Access Points throughout the company's portfolio of premises in the UK. Deploying AP120s, AP330s and AP121s throughout etc.venues business and conference centres, the WLAN is providing secure fast roaming, ease of management, and state-of-the-art security without network controllers or overlay networks.

Evolve has completed a phased migration to Aerohive, with the technology now coming as standard in all of its centres today and into the future. Pleased with the benefits and functionality of the technology itself, the company also highlighted the support and attention it received during implementation. Branigan said, "Evolve stands out in this area, their support was absolutely key in ensuring the implementation went smoothly. They've been an assured helping hand throughout the whole process, making sure we understand how to get the best use out of the products for our business."

Results

Aerohive's wireless technology is enabling etc.venues to meet its reliability and performance objectives for business-class connectivity. The WLAN continues to impress delegates and play its part in the company's success; etc. venues has now topped the league tables for wireless connectivity in the UK, providing a key differentiator in a competitive market.

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Aerohive
NETWORKS

The Aerohive wireless solution has met expectations and is providing resilient, business-class wireless throughout etc. venues' 12 UK sites. Branigan explained, "We know that our clients can remain 'working' whilst out of the office at an event or seminar. We're also finding that with the reliability and performance of the wireless today, clients are readily using the network for more than just connecting online; making presentations through our facilities such as Apple TVs."

Branigan concludes, "Investing in Aerohive has meant we are confident that clients and visitors are fully catered for, safe in the knowledge we're providing the best level of service we can. Officially - we're now rated as the best events space provider for Wi-Fi connectivity in the UK Evolve and Aerohive certainly played a key part in that!"