

Wifirst, working behind the scenes

The keys to a successful WiFi project
in a PBSA

8

recommendations for successful WiFi

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Benefits of a WiFi as a Service Solution

EXPERIENCED FEEDBACK

In today's world, with a vast number of lectures being held online, new technologies make it possible to both aid students and facilitate the work of professionals. The list of applications that improve the well-being of the younger generation while optimising their ability to study is growing. These different applications have one thing in common: they require reliable, fast and secure Internet access. Sometimes neglected, the WiFi network constitutes the backbone of all projects aimed at improving the technological environment for students and educational staff alike. With no centralised and managed WiFi management:

- Students cannot immediately access the Internet when they arrive at the residence; they cannot benefit from intra-residence roaming; without unified management of the WiFi network, the service can become degraded by interference between wireless access points.
- Managers (or their service providers) who increasingly work with software hosted in the cloud cannot take advantage of the WiFi network in place to connect freely and securely in the establishment.

What is "managed" WiFi?

Managed WiFi or "WiFi as a Service" consists of entrusting an operator with the deployment and management of a WiFi network built to serve your business. Wifirst is a pioneer of WiFi as a Service, taking care of absolutely everything for its customers: on-site WiFi surveys, installation of equipment, connection to the Internet, the configuration of resident and business WiFi networks, monitoring and maintenance, customer services, simplified connectivity portal and tracking interfaces. Our aim is to work flexibly with our customers by creating a bespoke network solution suited to their exact needs, integrating the right tools or apps needed for their business.



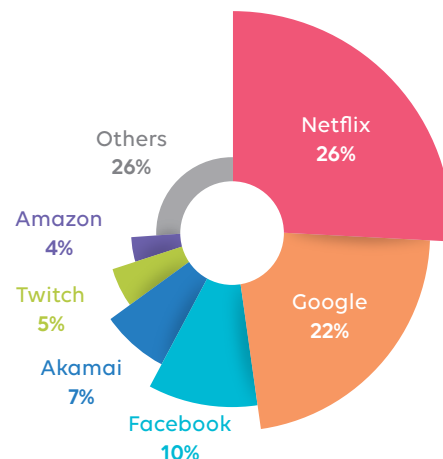
#2

Fibre Internet connectivity

EXPERIENCED FEEDBACK

Fast and reliable Internet access has become essential for today's students, especially due to the growing success of streaming platforms that make up more than half of all Internet traffic. Enterprise grade fibre is the only data line technology capable of guaranteeing a fluid connectivity experience for users during peak times and supporting numerous connected services (TV, phone, digital displays, cloud based PMS, cameras, etc.).

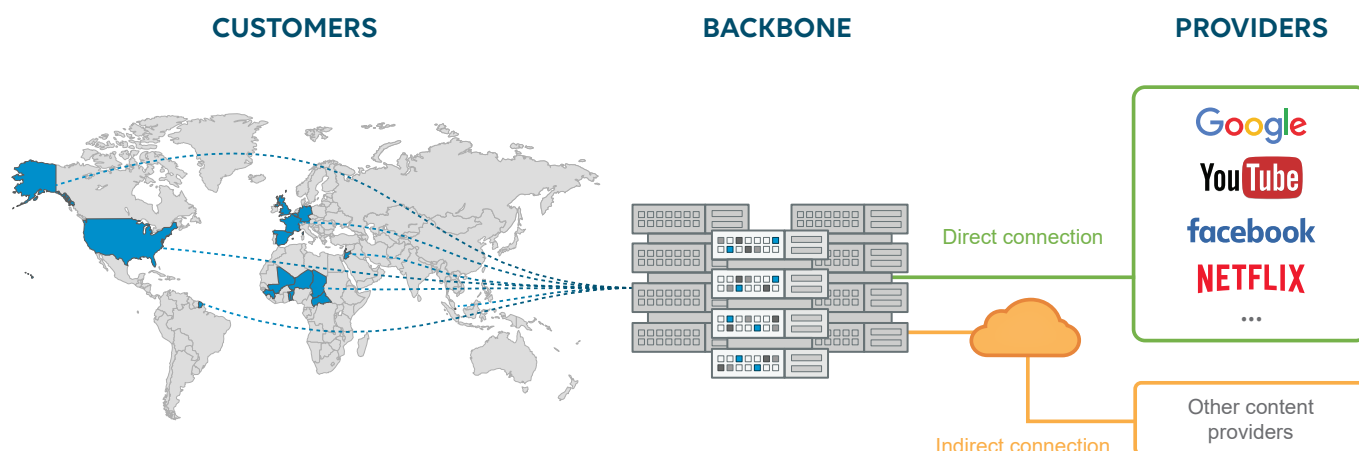
Wifirst student park uses (video streaming: use n°1) ►



One-stop-shop for WiFi & Fibre optic

To avoid the complexities that can often occur from having to liaise between multiple parties for WiFi and Fibre services, Wifirst is capable of being the sole provider for both services. By owning and operating its own core network, Wifirst is able to provide a turnkey fibre solution that includes everything from the initial survey to installation, configuration and ongoing support.

Our core network enables us to fully manage PBSA Internet connectivity, providing constant optimisation to make sure that the end user always receives the fastest Internet access possible. This is possible thanks to our direct agreements with some of the biggest online content providers (Google, Netflix, Facebook, Youtube, Apple, Akamai, etc.).



#3

Surgical precision when installing access points

EXPERIENCED FEEDBACK

Optimal WiFi coverage isn't achieved by simply installing additional wireless access points wherever there is an area of low coverage. Network distribution is, in fact, a complex and precise procedure which requires careful planning. Having too few wireless access points will create areas without coverage, while installing too many will cause interference, and connection stability issues.

Unparalleled technical expertise in WiFi audits and wireless access point configuration

Over 19 years of WiFi technology experience have enabled us to develop an extraordinary amount of expertise which is of paramount importance for correct network optimisation. To ensure that we provide the best possible service, every audit is completed:

- By Wifirst employees, trained in WiFi configuration architecture of various environments.
- Using dual-band WiFi frequency (2.4GHz and 5GHz)
- Utilising an in-house application, under "real" conditions: with a smartphone comparable to your students devices.
- With the utmost respect for the environment of your residence: our auditors are experts in working discreetly, without causing any inconvenience to your residents.
- Constantly making progress on more efficient and more reliable tools to facilitate the integration and automation of our infrastructure deployment.



Public WiFi (co-working areas, cafe, outdoors)

#4

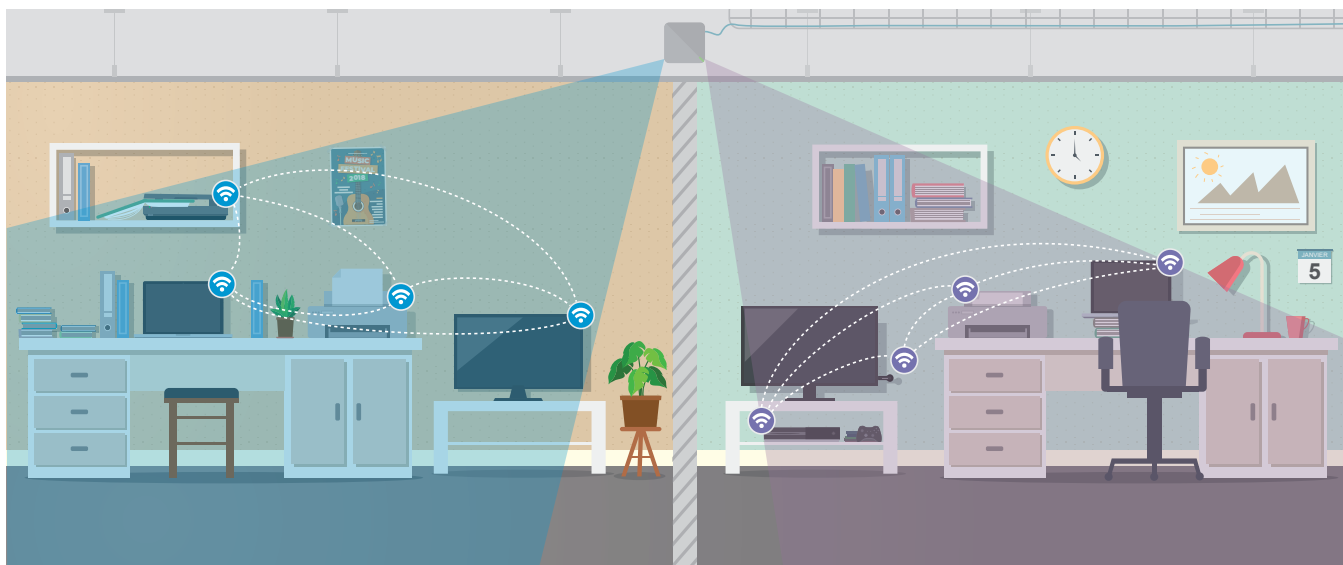
A solution designed for the PBSA market

EXPERIENCED FEEDBACK

The needs of student accommodations go far beyond having simple Internet access. In a standard collective WiFi architecture, all network end users are on the same network (same VLAN) and traffic segmentation is enabled by default (a basic safety precaution), ie. connected devices cannot “see each other” on the network. This standard operation of WiFi is limiting in relation to the needs of students, who are used to having all their devices interconnected.

Private WiFi “like at home”

Wifirst wanted to create a secure connection bubble to recreate a connection experience “like at home”. This has been achieved by developing a technology based on the “Room Area Network”, while maintaining a physical architecture of collective WiFi. Users connect to their room’s secure network with an individual WiFi password and can seamlessly connect all their devices (smartphones, computers, game consoles, smart TV’s, printers, connected speakers, etc.) to a private WiFi network that allows the devices to communicate with each other, accessible throughout the entire building, so that students remain connected no matter where they are.



Student WiFi (Room Area Network)

Additional services

At Wifirst, we view WiFi as the technology foundation on which a multitude of digital services are dependent. We facilitate the integration of all services using WiFi technology: IPTV, VOIP, e-concierge, connected locks, video surveillance, Chromecast, etc.

#5

A solution designed to cast content on TVs

EXPERIENCED FEEDBACK

UA BVA, a specialist in behavioural marketing research, indicates that 75% of people watch programmes on replay. Replay has now become the standard, and for the majority of viewers, it is unbearable not to be able to have content access when and where desired. That is why video streaming apps have such phenomenal success. The content is in your pocket, ready and accessible at any time: Netflix, YouTube, Amazon Prime Video, NOW TV, Disney+, etc. We recommend a solution that allows your guests to easily stream this content from their phone onto the TV in their room for a more relaxed viewing experience.

Stream & Cast: the only safe and secure solution for streaming guests' content onto the TV

Wifirst has developed a solution that allows guests to easily broadcast their content onto the TV in their rooms in high quality. This is possible thanks to both our Room Area Network technology and Google Chromecast products. Chromecast is the most widespread streaming solution on the market, with thousands of supported applications from all operating systems. Our Room Area Network solution makes it easy to run a Chromecast service securely. It is also an enabler for future private guest services such as connected speakers, printers, games consoles, etc.



#6

Proactive, reactive and adaptive maintenance

EXPERIENCED FEEDBACK

WiFi is today considered a necessity, just like running water or heating, and the slightest disruption can have disastrous impacts on students ability to study, which in turn affects student feedback and ultimately your revenue. It is therefore vital to have guarantees around network maintenance and service level agreements in place to ensure you have a strong support team you can always depend on.

Proactive supervision

- All active network devices within the Wifirst infrastructure are monitored 24/7, through the native software embedded on the Wibox
- Technical monitoring of active devices, Internet access, systems and software
- Service monitoring (number of users connected, active users, number of support calls)
- Real-time indicator and alerting systems via centralised interfaces, SMS and email

Reactive maintenance

- Alerts on any issue encountered
- Remote or on-site intervention, managed by Wifirst

24/7 Customer support

- Multilingual customer support available 24/7, with an average waiting time below 45



Remote equipment management interface

#7

Managing capacity during peak hours

EXPERIENCED FEEDBACK

We continuously measure Internet usage, especially during peak times, from 5pm to 10pm. To ensure that a high quality and robust WiFi network is provided, it is always recommended to check the quality of service during this time to support a smooth and uninterrupted connectivity experience for all users.

Wibox – 19 years of technological innovation

Developed by Wifirst, the Wibox is a device deployed at each site that guarantees the highest quality of service, to meet the specific needs of shared Internet access with a high number of users and high usage. The Wibox is continually evolving to provide a scalable service at a time when Internet usage is drastically changing.

Revolutionary quality of service

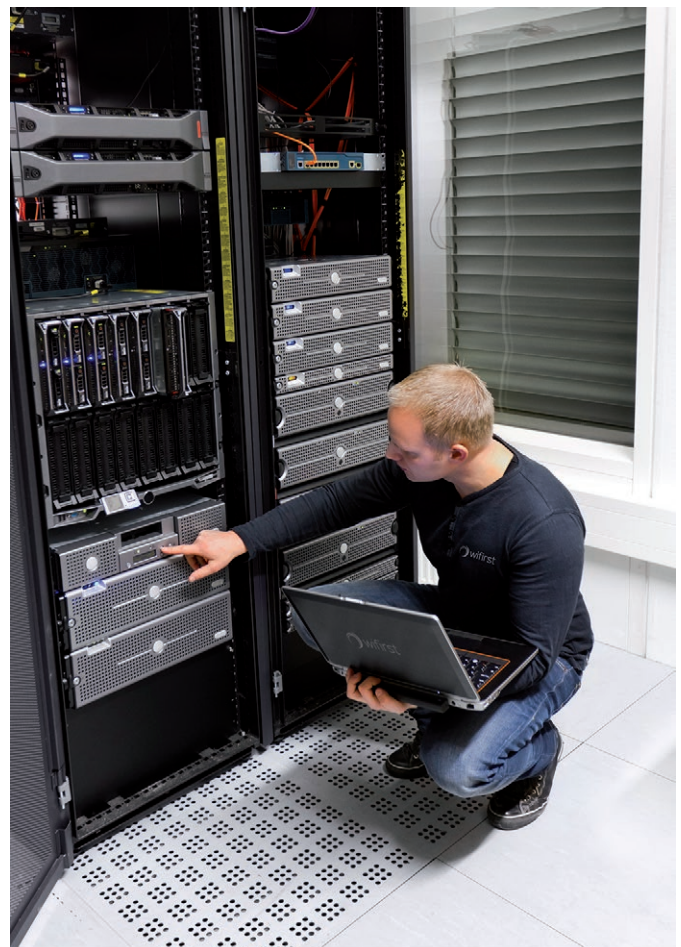
- Bandwidth management, fairness between users
- Dynamic classification and optimisation of all network traffic
- Bandwidth management for specific VLANs (Admin network for example)
- Support failover and service resilience

User authentication and legal protection

- Identification of users and management of their access profiles
- Traceability of connections in compliance with legal requirements
- GDPR and PCI compliant
- Military & bank security grade compliant

Network and security

- Supervision of all active equipment connected to the Wibox
- DHCP server, DNS relay
- Firewall & segmentation of the various local networks



#8

A simple and comprehensive interface

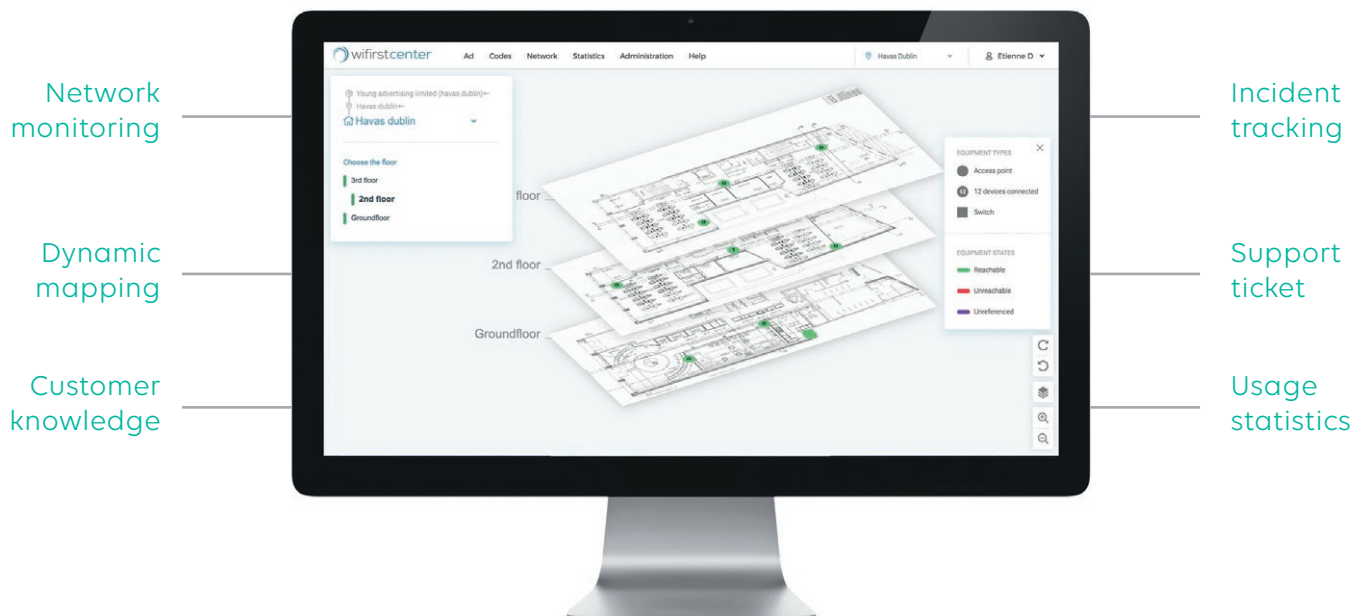
EXPERIENCED FEEDBACK

A fully managed network operator, providing you with access to all of the tools needed for measuring service usage, real-time staff equipment connectivity monitoring and control, following up on incidents and obtaining guest marketing data, all available through an easy to use web-based interface.

Wifirst Center

The Wifirst Center is your dedicated extranet, allowing real-time administration of your network:

- Real-time network supervision Dynamic mapping of equipment
- Follow-up of events (e.g. incidents, interventions and scheduled work...)
- Monthly statistics (e.g. traffic, number of connected devices...)
- User information (e.g. type of equipment used...)
- Autonomy on the administration of Wifirst Center accounts
- Support service



Case study: The Student Hotel



Overview

The Student Hotel Barcelona Marina offers more than 500 fully equipped rooms and studios, kitchens, flexible co-working spaces, lounges, libraries, table tennis, a gym, a restaurant, laundry, meeting rooms, auditoriums and a rooftop swimming pool.

The Project

The student hotel wanted to modernise facilities within their Barcelona Marina property, to ensure guests were kept satisfied with all the amenities they have to offer. Part of the renovation plan was to make sure reliable and fast Internet access was available for resident use throughout the building.

The Solution

The Student Hotel selected Wifirst to provide a dedicated Internet connection and WiFi services. In addition to a 1GB Wifirst Fibre Leased Line, around 200 wireless access points were installed to cover the residence, giving students and visitors a high speed Internet access service that they can rely on.

The Results

Wifirst created a fast, robust and reliable network that has assisted visiting students from around the globe in connecting to the Internet.

Each month, our network at The Student Hotel supports:

- Approximately 2,300 individual devices.
- Roughly 75TB of downloaded data.
- Circa 8TB of data uploaded.

Case study: Cnous and Crous



Overview

Cnous, the French national student services agency is a government-managed network of 26 Crous regional universities across France. Maintaining over 170,000+ beds across 625+ residences, its purpose is to support academic success through financial aid and improved living environments. Additionally, working with various partners, The Crous offers cultural action programmes to help nurture focus, mentoring and energy for success in vibrant student living spaces.

The Partnership

Wifirst has had a close relationship with The Crous since 2003 when the first student residence at the Aix-Marseille opened its doors. This partnership has led to 17 years of continuous innovation and growth to serve the student market. In 2013 a key milestone was reached as Wifirst's SmartCampus solution was deployed nationally:

- Cost of connectivity bundled within fees paid by students.
- Accelerated deployment of new Crous centres.
- Upgrade of existing infrastructures leading to an increase in speed when also combined with Wifirst Fibre Leased Line service.

Following several years of success with SmartCampus, in 2019 our partnership was strengthened further with the introduction of the Wifirst PlanetCampus service.

The results

Customer surveys have demonstrated to us that students using the service are exceptionally pleased with the Internet connectivity provided by Wifirst. This fantastic feedback serves as an excellent reward as it demonstrates a great achievement by the continual improvements made to enhance our solutions.

- Over 150,000 student rooms equipped
- Almost 100% of residences are connected to our professional Fibre Leased Line service offering guaranteed speed
- User-friendly customer experience with seamless management software interface

Leader in managed WiFi for professionals

A word about Wifirst

Founded in 2002, Wifirst is the French leader in managed WiFi for professionals. The company has extended its network internationally by opening offices in the United Kingdom and Spain in 2016 and currently covers 26 countries. Wifirst has structured its business around two major customer families: the Hospitality & Residences market (Crous, AccorHotels, Club Med...) and the Retail & Business market (La Poste, MAIF, Norauto...).

A pioneer of the "WiFi as a Service" approach, Wifirst is committed to continuous innovation to offer a network capable of absorbing the spectacular increase in Internet usage, offering high value-added services and making WiFi the technical foundation of its customers' digital transformation.

For more information: www.wifirst.co.uk

Trusted by



