

➔ CASE STUDY *Hotspots*



AZURE WIRELESS PTY LTD PUBLIC ACCESS HOTSPOT ROLLOUT

Company Profile

Azure Wireless Pty Ltd is a Wireless Hotspot Operator that provides high-speed wireless Internet and secure corporate network access from public venues such as hotels, convention centres, airports and cafés. The largest such provider within Australia, Azure has around 100 hotspot locations across Melbourne and Sydney. The company's business objective is to expand to the other regional capitals this year and establish a national network across Australia.



Challenge

Installing 802.11 technologies in cafés, restaurants and public areas, with each location, and therefore requirements, being unique. As the hotspots are in the public arena, it is critical that the delivery is unobtrusive and reliable with minimal ongoing support.

Decision

David Taylor, COO of Azure highlights the drive behind outsourcing the hotspot delivery to Simply Wireless:

"We needed to be confident that the hotspots could be delivered on time, to budget and to a high standard reflecting the premium quality of our offering. It is crucial that there is no interference to the business hosting the hotspot, either in the running of their business or the businesses appearance. After approaching several providers, Simply Wireless was the only company capable of meeting this criteria – and at a competitive price. We trialled them in providing the initial Sydney sites and were significantly impressed by their delivery that we are now using Simply Wireless in our rollouts across the rest of the regional capitals."

Deployment

For each location, Simply Wireless carries out a full site survey resulting in a wireless blueprint. The site survey report issued as a basis for technical recommendations, project management and cost estimate. The report takes into consideration the materials and layout of the site, pinpointing the optimum location for the access points for reliable and consistent access.

All the components and technical activities required to deliver the physical hotspot are managed by Simply Wireless - arranging the ADSL line logistics, ISP cable modem configuration, access point installation and radio frequency quality testing. This overall management for each project is the key to the smooth implementations carried out. With seven Sydney sites complete, Simply Wireless and Azure will deploy another 30 wireless hotspots in the next few months.

Benefits

Mr. Taylor highlights the benefits to both the hotspot host business and user:

"We have already had feedback from the businesses in Melbourne. They have reported an increase in trade as a direct result of the hotspots installed in October 2002. People are now being attracted to their premises outside the business' normal busy hours."

"With more and more staff going out into the field to visit their client base, employees can access up to the date information from the café just before meetings - or even conduct their meetings in an informal atmosphere with all the information at their fingertips."

Melbourne / Sydney - April 2003

For more information

Please call our team at **1300 888 166** or visit www.simplywireless.com.au

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