

## CASE STUDY



### OVERVIEW:

Founded in 1989, Boulevard Brewing Company located in Kansas City, Missouri, is one of the largest specialty brewers in the Midwest. With several event spaces, the brewery hosts 6,000 people a month for corporate events, business meetings, weddings and receptions. It also has a visitor center accommodating tours for 1,000 guests over the weekends.

### REQUIREMENTS:

- Solid coverage and fast Wi-Fi
- Ease of use and central management
- Seamless roaming experience around the venue

### SOLUTION:

- R600 & R710 access points throughout the venue
- 2 Virtual SmartZones (vSZ) for redundancy

### BENEFITS

- Increased the number of concurrent users
- Users have a seamless roaming experience within the venue
- A reliable and fast network
- Easy and simple to manage
- Future proof network that grows with the expansion of the business

## CUSTOMER EXPERIENCE RANKS NO. 1 WITH 802.11AC DEPLOYMENT

People want to share their life experiences with their friends and family. Whether it's Facebook, Instagram, Twitter or SnapChat, the desire to post pictures or to "check in" at your location has become a worldwide phenomenon. How many times have you found yourself wanting to post to social media, only to find that there was no Wi-Fi? Whether you're at a five star restaurant, department store, winery or brewery, nothing is more aggravating than inconsistent Wi-Fi. Not only do your customers get annoyed but also those employed at the venue as well. Anywhere we go today, the expectation is set that Wi-Fi should be available. The goal is for your customers to be happy, to spread the word and to keep coming back for another great experience. A reliable network can help make that happen.

### CHALLENGE

Founded in 1989, Boulevard Brewing Company located in Kansas City, Missouri, is one of the largest specialty brewers in the Midwest. With several event spaces, the brewery hosts 6,000 people a month for corporate events, business meetings, weddings and receptions. It also has a visitor center accommodating tours for 1,000 guests over the weekends. As the advancement of technology becomes more prevalent with more devices joining the network, Boulevard Brewing was dealing with poor coverage and when the controller went down—so did all of the access points. This became problematic in the work environment along with patrons becoming frustrated at the lack of Wi-Fi.

One of the major obstacles Boulevard employees were facing was the constant changing of location in regards to the Brewery kegs and ingredients. It became increasingly difficult to gather inventory on iPads when there was a lack of coverage. The other problem was with guests coming in with laptops to try to work only to find inconsistent Wi-Fi.

"As more mobile devices were hitting the network, we were finding that we had a lot of dead spots and our legacy vendor's solution was to just keep adding access points. When it came time to refresh, we decided to look at other vendors," states Ryan Schwarz, network administrator at Boulevard Brewing Company.

# BOULEVARD BREWING

Seamless Roaming with Reliable, Fast Wi-Fi

## CASE STUDY



"We no longer have an issue with poor coverage with our network and we are extremely happy with how the Wi-Fi is performing. We haven't had one complaint about poor signal or speed and that's good news. Our business now runs more smoothly because of Ruckus Wireless."

**RYAN SCHWARZ**

Network Administrator, Boulevard Brewing Company



## SOLUTION

Reaching out to partner Mirazon for help, the search was on to find a network solution that met the brewery's requirements. "We knew we were dealing with a lot of moving parts that go along with having a brewery. With all of the equipment involved, especially in the warehouse and brew cellars, kegs and vats full of beer—things like that—we knew signal coverage would be a challenge," comments Chris Proctor, account executive at Mirazon.

Putting several suppliers to the test, Boulevard Brewing was looking for ease of use, central management, solid coverage and fast Wi-Fi. Ruckus' superior products outperformed them all with half the amount of access points from its legacy infrastructure.

"We decided on Ruckus Wireless products because of its polarization diversity with maximum ratio combining and the patented adaptive antenna technology to provide reliable Wi-Fi throughout the venue," comments Justin Cottrell, systems engineer at Mirazon.

To ensure coverage and high performance, Boulevard Brewing deployed Ruckus' ZoneFlex R600 and R710 access points throughout the venue. These high performing access points with the adaptive antenna technology provide automatic interference mitigation to deliver consistent, predictable performance at extended ranges with up to an additional 6dB of BeamFlex gain on top of the physical antenna gain and up to 15dB of interference mitigation. These APs are optimized for high-density environments like Boulevard Brewing.

"We wanted a good user experience. When you hop on the Wi-Fi, you expect to stay on the Wi-Fi and we wanted to cover everywhere," states Schwarz.

Managing these access points are two virtual SmartZones (vSZ) for redundancy. The vSZ platform gives the network the capability to grow with and adapt to the changing needs of the business and deliver an optimal wireless experience. With a small IT department, it was important for the network to be simple to set up and easy to manage.

"When we decided on Ruckus, one of the things we liked was the centralized control with the virtual SmartZone and we also liked that we could get away with less access points. In the end that gives us less equipment to manage and takes a burden off the IT department," says Schwarz.

The benefits to the new network has helped Boulevard Brewing run its business more smoothly with all users having a seamless roaming experience throughout the venue. With so many different buildings and events, they no longer need to deal with network complaints and can manage all affairs efficiently.

"We no longer have an issue with poor coverage with our network and we are extremely happy with how the Wi-Fi is performing. We haven't had one complaint about poor signal or speed and that's good news," states Schwarz. "Our business now runs more smoothly because of Ruckus Wireless."

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