



A VALUE ADDED RESELLER CASE STUDY

REQUIREMENT:

- Good quality WiFi essential
- Easy to deploy & manage remotely
- Workable within a limited budget
- Does not create a support overhead
- A brand name vendor

SOLUTION:

- Xclaim by Ruckus Wireless
- Family of Indoor and Outdoor APs
- Choice of App or Cloud Management

BENEFITS

- Great WiFi
- Very easy to deploy
- No controller or license fees
- Incredible value

Croatian WiFi Integrator Discovers Cost-Effective Business Solution for Customers Seeking Robust Wi-Fi on a Limited Budget

Smartnet d.o.o. is an IT Solutions Company based in the tourist destination of Split, the second largest city in Croatia and a gateway to many of the picturesque Islands of the Adriatic in Southern Europe.

Smartnet and its founders have worked with WiFi for many years and have a close association and familiarity with solutions from Ruckus Wireless. Ante Katavic is the CEO and founder of Smartnet whose business covers customers in Croatia as well as several surrounding countries such as Serbia, Montenegro and Macedonia. “We sell into verticals like hospitality, sports and entertainment venues and shopping malls, all places where public access as well as business access is important” said Katavic. “Good quality WiFi is a critical requirement for us – we want our customers to be happy, we want their customers to be happy, and we certainly don’t want to be fielding support calls all day long”.

Smartnet

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As a relatively new business, Smartnet is focused on building a reputation for excellence. “We build networks with anywhere from a handful to 50 or more Access points” said Katavic “we believe we offer our clients the best services by carefully planning every WiFi network, conducting manual and predictive site surveys and using the highest quality equipment – usually Ruckus. We try to find the best combination of good WiFi and price.” There are occasions however when Katavic says they need to offer more cost-efficient options to customers and this is where Xclaim has provided welcome relief for Smartnet. “The Ruckus brand is terrific” he says “but if the client only has a limited budget and they are looking for a full deployment then we often have no choice but to consider lower cost alternatives”.

Before Xclaim was available, Smartnet did not offer any preferred lower-end WiFi solution. Instead they would try and deliver a solution on a case by case basis. “It’s never easy when you don’t really believe in the technology or in the vendor you are deploying” said Katavic commenting on some of the lower-end solutions they have dabbled with in the past “but with Xclaim we feel at last we have a cost-efficient business class solution we can work with on a strategic basis. The technology is excellent and of course it comes from Ruckus so we feel confident our back is covered”.



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Smartnet have deployed Xclaim in the Hotel Sagitta on the shores of the Mediterranean

Smartnet already have a number of sizeable Xclaim deployments to their name and they expect that business to ramp significantly in the coming year. The combination of the Ruckus and Xclaim brands provides them with a broad portfolio which allows them to address requirements ranging from the most simple to the most complex imaginable and always with an opportunity to put a solution on the table within the budget range that the customer can afford.

“I feel like Xclaim has plugged a very big hole for us” says Katavic “and with the new cloud solution we know there will be much interest from customers of all shapes and sizes looking for good quality, no nonsense WiFi that is really easy to use and from a vendor they can rely on and from an integrator they can trust”.

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