![RUCKUS COMMSCOPE logo]

CBX CONNECT

RUCKUS Networks and CBX Connect deliver premier service levels, passing savings on to property owners

CBX Connect provides bulk internet and satellite TV solutions that enable real estate owners to get the best speed, service, and reliability, while driving OpEx reductions with huge savings. Focusing primarily on student housing facilities, its technology offerings are built by owners, for owners, to delight residents and drive asset value.

Customer
CBX Connect

Location
Chicago, IL

Requirements

- Meet high service expectations for university housing
- Support a wide variety of building form factors with flexible solutions
- Minimize truck rolls and expensive support services

Solutions

- ICX® switches
- RUCKUS® wireless access points (APs)
- Virtual SmartZone™ controller
- RUCKUS AI™

Benefits

- Exceptional service levels delight students

- Robust AI-driven network assurance and troubleshooting
- Dependable services reduce trouble tickets—creating shared cost savings over time

Superior performance and value pricing delight students and property owners.

Expectations are changing for higher education students and other tenants in multi-dwelling units. Today's residents expect reliable high-speed internet as well as high-quality TV entertainment choices. Building owners and property managers that serve

them need complete turnkey solutions, competitive pricing, and responsive customer service. Even a brief outage can impact users and escalate expenses for property owners, so solutions require comprehensive monitoring and optimization to proactively address issues before residents experience outages or poor performance.

Challenge

CBX Connect supports approximately 40 properties across the U.S., primarily in student housing at colleges and universities. The organization's parent company was a developer that was

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dissatisfied with its existing internet service providers and was seeking a provider that could deliver the most advanced broadband services, backed by responsive service and efficient operations. CBX Connect was formed to provide the network infrastructure solutions the organization required.
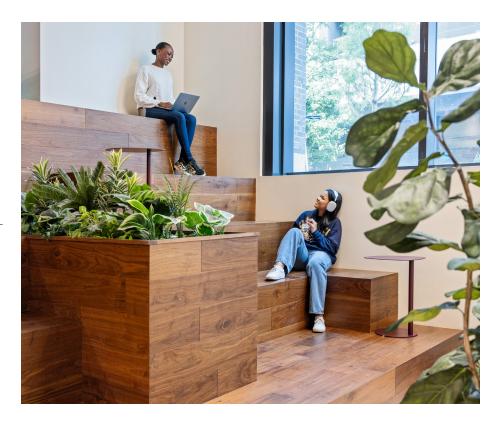
From the outset, CBX Connect focused on choosing technologies that would support a user-centric business model—and deliver a strong return on its investment.

"Our end users are primarily students, and, if service fails, they're either calling us or their parents are calling us," said Brian Olson, chief operating officer and founder of CBX Connect. "We knew that picking the right equipment was key to delivering the best possible user experience, while enabling our technical staff to support it quickly and easily, which is key to our service offering."

Solution

Olson and his team considered a variety of technology vendors before choosing RUCKUS. Its comprehensive portfolio of connectivity solutions included RUCKUS ICX switches, RUCKUS wireless APs, RUCKUS SmartZone network controllers, and RUCKUS AI service assurance offerings. CBX Connect also became an Elite Partner with RUCKUS, successfully passing the testing and certification processes required to achieve and maintain this status.

"We did our due diligence and understood that these were the best products available for the buildings—at the best price," said Olson. "We gravitated toward RUCKUS because of their place in the industry and how well respected they were."

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CBX Connect

RUCKUS solutions provide the flexibility that CBX Connect needs to service a wide variety of dormitories and other properties, with unique floorplans ranging from high-rises to cottage-style campuses.

"We have 40 properties now, and we support approximately six new developments each year, all of which we provide with RUCKUS solutions," said Olson. "As our parent company's older properties refresh their equipment, they will utilize RUCKUS gear as well."

RUCKUS solutions enable CBX Connect to effectively execute on its three-pillar business strategy.

"We focus on providing a service level that's much higher than our competitors in the market," explained Olson. "We leverage AI capabilities to better understand our users and their needs and optimize our services. We also strive to ensure efficient operations and develop cost savings over time, which we in turn share with building owners."

RUCKUS ICX switches and wireless APs deliver the high performance and scalability that's needed to meet students' connectivity needs, from distance learning and web conferencing to rich media streaming. RUCKUS SmartZone network controllers help CBX Connect simplify the complexity of scaling and managing wired switches and wireless APs, providing a common interface for configuration and troubleshooting.

Through the help of AI assisted network health monitoring, CBX Connect has been able to improve the health of their entire portfolio to a point where less than 0.1% of network devices are non-functioning.

"The better network that you build, the fewer truck rolls are required for support," said Olson. "RUCKUS lets us handle tasks like power management and device reboots, without requiring staff onsite, which translates to cost savings." In many cases, ticket reply times are answered in under 15 minutes by a trained network technician.

These savings have already appeared at five initial properties where CBX Connect has deployed RUCKUS. The new sites cited 14.27% tickets per bed, compared to 26.39% tickets per bed at properties with the legacy infrastructure.

With solutions like RUCKUS AI, CBX Connect can also offer advanced analytics and gain the insight it needs to optimize its services—and share what it has learned with property owners.

"RUCKUS AI helps us understand where students are going and what rooms they're using, and we're able to go back to the property owner to let them know whether they are spending money building out spaces that few people are using," said Olson. "It's taking visibility and data and applying it to keep us informed about how people are using the solutions, so we can improve service in current and future buildings."

Together, CBX Connect and RUCKUS have forged a collaborative relationship that will continue to pay dividends well into the future.

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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