



Dryland Business Members' Club

Five-star wireless for a five-star business club



Business Profile

Dryland Business Members' Club is a new style and class of co-working space, offering the look, feel and service of a five-star hotel with the atmosphere of a private members' club. Technology is at the heart of its business offering and core to that is a secure, reliable and powerful Meru-based Wi-Fi network.

Challenges

- Provide an exceptional wireless network that is ubiquitous, reliable and robust, and that will give Dryland a serious competitive advantage
- Enable clients to set up their own virtual local area networks (VLANs) simply and easily. This option is a key selling point for Dryland in its customer offering
- Support wireless internet access for up to 300 users in small individual groups under one roof
- Overcome any interference issues caused by customers installing their own access points and routers
- Provide voice, data and video services for a host of companies who will be using their own devices

Deployment Summary

- One MC1500 controller and 25 AP320 access points deployed throughout the 40,000 square foot premises
- Installation of the Meru equipment was straightforward - no additional consultancy was required to ensure wireless was working effectively

Benefits

- Better meeting room occupancy and profitability as clients are able to access VLANs in all locations without re-cabling. At other business centers, a few days' notice is often needed to wire a meeting room when VLAN access is required
- Option in the future for Dryland to charge by bandwidth consumed, opening an extra profit stream
- Reduced set-up time for new tenants as no cabling is necessary; combined with fewer voids in between tenants leads to greater profitability for Dryland
- The cafe is used more often due to the strong wireless, generating additional revenue from refreshment sales

“At other offices and business member clubs, clients own wireless access points and routers create interference issues and degraded performance. At Dryland we wanted to take control of the radio frequency space, provide an unbeatable wireless offering and enable customers to set up their own secure VLANs. Our clients now expect as good a wireless connection as wired and we’ve been extremely pleased with the results offered by Meru’s architecture.”

– Emma Hunt,
co-founder, Dryland
Business Members' Club

Discreet but powerful wireless for stylish workplace

Reliable, flexible wireless technology is at the heart of Dryland Business Members' Club in London's upmarket Kensington. The club is a new style and class of serviced office, offering the look, feel and service associated with five-star hotels with the atmosphere of a private members' club.

Owned and run by Ocubis Ltd, it was designed to have a luxury feel while offering its members complete transparency in pricing, something lacking elsewhere in the industry.

One of the Dryland's leading offerings is the ability for its customers to set up their own private VLANs straightaway, a process which can take up to two days at competitors' venues. Dryland's clients can enjoy Meru-based secure, high-speed VLAN access throughout the club.



Dryland users already benefit from strong wireless connectivity in its open plan "café culture" which the Meru architecture facilitated.

Creating the five-star network

Following a recommendation by Building Zones, who designed the IT infrastructure at Dryland, the organisation opted for Meru wireless equipment. Explaining the recommendation, Building Zones' managing director Jason Green says: "In 20 years of installing wireless solutions, Meru is the only solution that really does work properly in this sort of environment. Dryland is able to guarantee the level of service they provide over their wireless network. I think this is fairly unique in the serviced office sector."

A Meru MC1500 controller and 25 AP320 wireless access points, each working at 300 Mbps, were deployed

to support the 95% of devices at Dryland that use wireless internet access. Dryland offers a variety of membership levels, and those with First level can access their own VLANs by wireless from anywhere in the building without any prior set-up.

Nisha Ghei, head of corporate sales at Dryland, said; "Technology, particularly the wireless internet, was one of the key things for us to consider, because if you come into work you want all the tools to be able to work and internet tends to be one of the most important things. Wireless plays a huge part in making sure that our style remains clean and crisp. It has to be reliable, it has to be good, and it has to be quick because we are effectively putting all our eggs in one basket and that's what we're doing with Meru."



Robin Taylor, IT manager at Dryland, adds: "The great thing about the Meru system we have here at Dryland is [members] can go anywhere in the building, whether they want to sit in the café or find a quiet corner in the lounges downstairs, it's seamless wherever they go in the building. When we were deciding which system to go for, the Meru system stood out because of its predictability, security and manageability."

www.dryland.com



About Meru Networks.

Meru Networks (NASDAQ: MERU) designs, develops, and distributes virtualized wireless LAN solutions that provide enterprises with the performance, reliability, predictability and operational simplicity of a wired network with the advantages of mobility. Meru Networks eliminates the deficiencies of multichannel, client-controlled architectures with its innovative, single-channel, virtualized network architecture that easily handles device density and diversity. Meru wireless LAN solutions are deployed in major vertical industries including Fortune 500 businesses, education, hospitality, healthcare and retail supply chain. Founded in 2002, Meru is headquartered in Sunnyvale, Calif., with operations in North America, Europe, the Middle East and Asia Pacific. Visit www.merunetworks.com or call (408) 215-5300 for more information.

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