CORPORATE HOST:
GREAT COMMUNITIES

MODERATORS
VALERIE M. SARGENT, Broadband Communities
SEAN BUCKLEY, Broadband Communities

UnCommons:
KRISTINE HEDLUND, Cox Communities
JIM STUART, Matter Real Estate Group
THE MARSHALL
DAN MYERS, Dojo Networks

FIBER: PAVING THE ROAD TO OUR CONNECTED FUTURE
The Marshall
Birmingham, Alabama

Type: Student housing
Building: Mid-Rise
Occupancy: 409 Beds
Units: 187

Developer: Aptitude Development
One block from UAB campus
10,000 square feet of amenity space including fitness facilities, resident lounges, breakout areas, an open-air social room, courtyards and a pool with campus views.

“The goal of any student property Aptitude oversees is to provide a turnkey experience for residents. Traditionally, a student would have to call a provider, set a time, and wait for a technician to come to the location and install the service.

“We want you to be able to show up with one suitcase full of clothes, your computer and your cellphone and not need anything else,” he says. “I want students to walk in, turn on their TV or laptop and connect to the network.”

-Jordan Suchoff, Ownership
SERVICES:
Bulk ManagedWiFi:
Gigabit speeds
Complete WiFi coverage bubble
Wired and Wireless connections
Property-wide roaming
Private Virtual Network for each resident

Bulk Video:
72 Streaming Channels
80 Linear Channels
  - including SEC Network
TECHNOLOGY:
1 - MDF (fed with 10gbs Fiber backbone)
6 - IDFs (all fed with 12 strand SM Fiber) 10gb
1 - Cellular Out of Band Console Server
2 - Redundant Router Pair
7 - Managed UPSs
13 - Ruckus ICX switches (24 and 48 port)
187 - Ruckus R650’s for apartment units
16 - Ruckus R650s for indoor amenity
20 - Ruckus T750’s for outdoor amenity

1 - Dish Smartbox with streaming blades
1 - Televes Distribution System
Single screen customer management system

- PMS Integration
- Customer Monitoring
- Ticket Monitoring & Call Tracking
- Device & Network Monitoring
- Billing & Upgrade Management
- Bandwidth Monitoring & Provisioning
- Resident Messaging & Communication Tool
When deliberating about internet service providers, Aptitude had two critical considerations. “Price is important, but so is customer service,” Suchoff says. “DojoNetworks has been a great partner, and we can get someone, including the CEO, on the phone anytime.”

Elemento Platform integrates with the property management software and we provide user credentials to residents via email and text prior to arrival.

Residents can jump on the network the moment they arrive in their own private encrypted network.
While many call it the 4th utility, it is really the **most important** utility. The internet is touched by your residents more than their lights, their hot water or their hvac. It needs to work seamlessly.

Dojo is focused on customer experience and support and have built our systems to do this.

- Less than .05% of our customers open a trouble ticket on a rolling 12 month basis.
- Support calls are answered by a human within 15 seconds
- Average ticket is resolved within 8 minutes
- Customer satisfaction on tickets is 99.6% positive.
“So far, there have been no issues with accessing high-speed broadband. “Internet speed is essential for us,” Suchoff says. “At any given time, we might have 800 kids running 800 laptops doing hundreds of Google searches an hour, and I don’t want anyone to feel a lag.”
Aptitude owns the entire network, and DojoNetworks operates it as if it owns it.

Students can walk onto the property, input their passwords, and go into their own private virtual LAN (PAN). They can then use the VLAN and go anywhere on the property.

It’s as if they’re behind their own router anywhere on the property.
CORPORATE HOST:

What did the experience teach the leasing/sales office about marketing, installing or supporting these services?

“Aptitude’s team on the ground enjoyed working with DojoNetworks. It took some time for Aptitude’s team to get used to working with a company that had such a high level of customer service.”

What should other owners consider before they get started on a similar deployment?

“The two most important things are customer service for the students and for the deployment team. DojoNetworks is a home run on both.”

FROM THE OWNER:
The property was ready two months early and opened for occupancy. The challenge was getting the fiber there early, but we were able to meet the challenge and turn the property on early. We always form a tight relationship with our partners and have a project kick off call have regular status update meetings to keep everyone in the loop on the same page.

There were still major supply chain issues with equipment. But due to continued stocking orders and our tight relationship with RUCKUS, we were able to have all of the equipment ready and in place.
TIMELINE FOR INSTALLING MANAGED WIFI NEW CONSTRUCTION

1. DEFINE GOALS
   (Speeds/Coverage/Budget)
   12-24 months

2. SIGN AGREEMENT
   12-14 months

3. INTRODUCE PROVIDER TO GC/LV CONTRACTOR
   12 months

4. REGULAR COORDINATION CALLS
   (every other month)
   6-12 months

5. SERVICE INSTALLATION
   Introduction to property management and PMS integration
   3-4 weeks

CORPORATE HOST:
BROADBAND.MONEY

#BBCSUMMIT23
ManagedWiFi Benefits - Residents

- Internet is the MOST important utility. Residents touch it more than any other utility, more than water, more than heat and more than their lights
- WiFi is ready to go in each unit before move-in - Frictionless onboarding
- Better Internet than buy your own - The RF (Wireless) Spectrum is managed
- No Equipment to buy or self support
- Reliable property-wide access
- Not based not based on Cable Modem technology, based on high availability networking gear
- Property-wide WiFi calling
- Unlimited devices
- Connect to the network once - Connected everywhere
- Support down to every device
ManagedWiFi Benefits - Owners

- Provide great resident experience
- Earn More Revenue - Add NOI
- Simplifies the move-in/move-out process.
- More new leases - More renewals - Command premium rents
- Property-wide WiFi calling
- Property-wide Guest network
- The Foundation for Smart Apartment and Smart Building Property Tech
- Asset protection - Protect your multi-million dollar asset with technology
Design Considerations - New Construction

- Coordination with GC and developer
- In unit data panel (yes or no)
  - Point of failure, and Needs power
  - Solution: 2 Feeds, one for switch and one for AP
- Engineer for fewest data closets
- Fiber to the Unit or Cat 6A
- Microduct - for future proofing
- Generator feed to MDF and IDF data closets?
- Cellular out of band console server - always on remote access to equipment
Apartment residents were asked what is important to them:

HIGH-SPEED INTERNET 91.7%

PRE-INSTALLED WiFi 74.8%

COMMUNITY WiFi 69.3%

Source: The 2020 NMHC/Kingsley Associates Apartment Resident Report
Once the network is built and operational, how well is the provider operating and supporting your residents:

- What is their customer satisfaction on trouble tickets?
- What is their average time to resolve a trouble ticket? SLA to arrive at the site for an issue?
- What percentage of their customers open a trouble ticket on an annual basis?
- Do they have a 3rd party that will monitor your property and verify any up-time or bandwidth claims?
- Do they provide you with real-time direct access to trouble ticket reports and actual ticket details?
- Do they integrate with your Property Management Software?
- How do they protect you from technology obsolescence?
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