

Case Study

TP-Link Delivers Quality Wi-Fi Experience to Resort Guests and Residents with Reliable, Cost-Effective Product Lineup

“Reflections was on an older solution that was providing inadequate coverage. Their residents demanded a solution that would allow them to stream and surf the internet, all within a low budget.” **-Earl Bouley, Fire Dog LLC**

COMPANY

Reflections at Bay Point is located in Panama City Beach, Florida. The high-end vacation spot offers rental resorts, a 25,000 sq. ft. Serenity Spa, and an 18-hole PGA Championship golf course. Listed in the “Top 4 For Vacation Rentals” by Southern Living Magazine, Reflections is nestled on St. Andrews Bay among pristine beaches and state parks.

CHALLENGES

Replace existing, unsatisfactory Wi-Fi with a new, cost-effective solution that provides all guests and residents with reliable, congestion-free Wi-Fi.



SOLUTION

Fire Dog implemented a new, custom Wi-Fi solution at Reflections. This solution included Auranet, a free software-based management tool that can be used from a central location. The following TP-Link business products were deployed by Fire Dog as part of its networking solution:

- 88x EAP120 access points
- 6x TL-SG2210P smart switches
- 2x TL-SG1016PE easy smart switches
- Auranet software controller

RESULT

- Guest and resident Wi-Fi issues and complaints were drastically reduced after implementation of the new networking solution
- Fire Dog was able to meet the dependability needs and cost requirements of Reflections by using TP-Link business products

Full Case Study

“Fire Dog and TP-Link were able to provide a build of materials that included the EAP120 and allowed them to stay within their budget and receive a higher quality of service.” –Earl Bouley, Fire Dog LLC

CHALLENGES

Unlike standard hotels and resorts with rooms for one or two guests, Reflections has 84 separate units and serves residents as well as guests. Each unit contains between one and four bedrooms, and many units often have seven or more Wi-Fi devices online at the same time during the resort’s peak season. One of the main challenges facing Reflections was delivering strong connections for each device in every one of its 84 units.

Reflections was running a Wi-Fi network that consisted of older access points which struggled to handle the demands of today’s Wi-Fi devices. Wi-Fi within the rooms was severely limited in output, leading to traffic congestion and less-than-desirable performance.

Residents of Reflections began demanding a reliable, high-performing network, leading Reflections to seek a networking solution that could handle high amounts of internet traffic and provide stronger Wi-Fi connections.

Fire Dog LLC was chosen to resolve the networking challenges faced by Reflections. Fire Dog provides a range of cost-effective IT support services for small- and mid-sized businesses across a variety of industries. The company works with customers to understand their individual needs and to deploy personalized network strategies and solutions.

SOLUTION

In its search for a solution to the challenges facing Reflections, Fire Dog discovered TP-Link’s networking portfolio for businesses. Ultimately, Fire Dog created a custom networking solution for Reflections using two TL-SG1016PE 16-port PoE easy smart switches, six TL-SG2210P 8-port PoE smart switches and 88 EAP120s.

Fire Dog chose the EAP120 based on the criteria from Reflections concerning price and performance. Each EAP120 is 802.3af compliant, making the access point capable of being connected and powered with a single network cable.

This reduces overall cost by eliminating the need for extra cables and wiring.

Aside from cost-effectiveness, another benefit provided by the EAP120 is its use of the intuitive TP-Link Auranet software controller. The controller enables free centralized management of business networks, allowing Fire Dog to manage multiple locations on the same controller. In addition, Auranet’s web-based design makes it possible for Fire Dog to access and manage properties from anywhere. Auranet also lets Fire Dog easily manage locations individually, a key factor in the company’s choice of solutions.

By choosing a setup based on TP-Link products, not only was Fire Dog able to meet the networking demands of Reflections, but it also gained the benefits of working with a global networking leader. Beyond highly competitive pricing, these benefits include TP-Link’s unique position as a vertically integrated manufacturer. Through vertical integration, TP-Link is able to enforce strict quality standards for all its products, from design to manufacturing to testing.

RESULT

In the first six months after installing and operating its custom Wi-Fi networking solution for Reflections using TP-Link products, Fire Dog only received two customer service calls regarding service.

With such an overall positive improvement in the Reflections Wi-Fi network, Fire Dog is confident that it made the right decision by choosing TP-Link’s access points and switches as part of its networking solution to meet the dependability needs and cost requirements of Reflections.

