



A Smarter Approach to Multi-Site Networking with Omada SDN



Abuzz provides interactive digital touchpoints to a wide range of high-profile international clients. They partnered with GenesysTel to modernise its multi-site network infrastructure using the TP-Link Omada SDN platform.

With hundreds of sites across Australia, the business needed a scalable networking solution that could simplify management, streamline deployment, and deliver reliable connectivity across all locations. The objective was to create a centralised, cost-effective architecture to support both upgrades and new deployments.

Challenges

As the network expanded over time, managing multiple sites became increasingly complex. The business faced fragmented management, limited visibility into network performance, and growing deployment overhead as new locations were added.

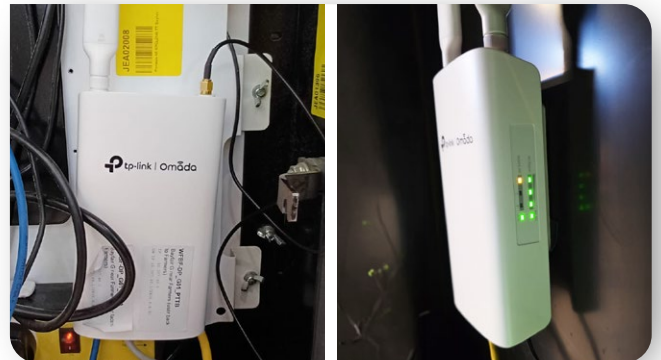
The company was also relying on a legacy private APN infrastructure that added platform costs and operational complexity. As the network continued to grow, the existing setup became harder to scale efficiently, creating the need for a more streamlined and centrally managed solution.

TP-Link Solution and Implementation

GenesysTel deployed a standardised network architecture using the TP-Link Omada platform across more than 500 sites.

This included:

- Centralised cloud-based management via the Omada Controller
- Built-in VPN connectivity between sites
- Zero-touch provisioning for faster rollout
- Standard configurations to ensure consistency across all locations



TP-Link Solution and Implementation

As part of the migration, the legacy private APN network was replaced with a standard 4G LTE-based approach, removing unnecessary platform overhead, simplifying the connectivity model, and delivering meaningful cost savings.

Results

The new solution has significantly improved how the network is deployed and managed. Provisioning time for new sites has reduced from several hours to under 20 minutes, enabling faster rollouts at scale.

The business now benefits from:

- Full visibility across all sites
- Improved reliability with consistent configurations
- Reduced operational overhead
- A more predictable and cost-effective network model
- Clear, high-quality video footage for incident review
- Centralised and Remote System Management
- Faster issue resolution and reduced downtime

Outcome

Through close collaboration, GenesysTel and TP-Link delivered a modern, software-defined approach to large-scale networking.

All 500 sites have been configured and staged for rapid activation, fundamentally changing how the business approaches network rollout and expansion.

Beyond speed, the project has delivered single-pane-of-glass visibility, improved reliability through standardised configurations, and a simpler, more predictable cost model.

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GenesysTel demonstrated how they could build a new environment, transition us across with virtually no downtime, and the team delivered exactly that. The experience has been extremely positive and gives us confidence that we can focus on running the core business while knowing the infrastructure is well managed. We were initially hesitant, but once we saw the level of expertise and delivery capability, it made the decision easy.

— Paul Pettersen, Operations Manager, Abuzz

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Why Omada

The TP-Link Omada platform stood out for its simplicity and scalability. The predictable licensing model makes it easy to plan across a large estate, particularly at 500 sites.

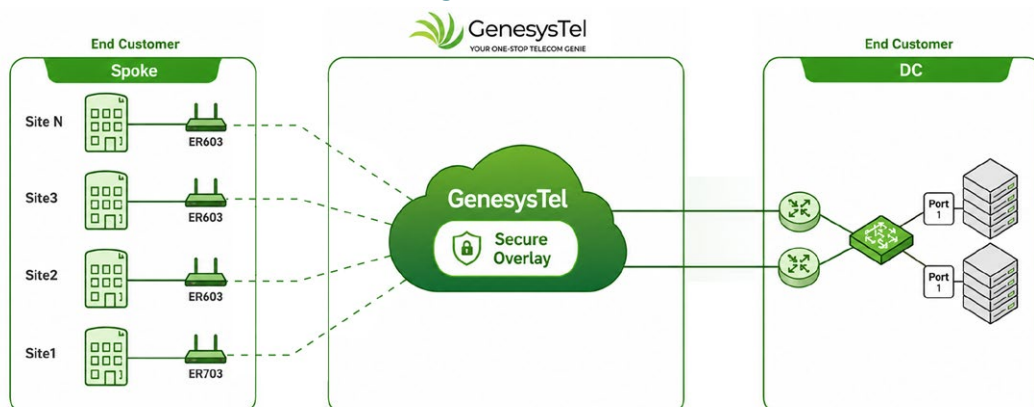
Centralised cloud management enables deployment, monitoring, and troubleshooting without needing on-site support, while built-in VPN capabilities and support for hybrid WAN environments (including 4G and broadband) provide flexibility across a distributed footprint.

Looking Forward

This project sets the foundation for expanded SD-WAN capabilities, integrated security and policy control, and further consolidation of edge infrastructure.

GenesysTel and TP-Link are continuing to work closely with the end customer to evolve the platform into a reference architecture for large-scale distributed networks.

Target End State



Product Solution



×130 ER703WP-4G-Outdoor
Omada 4G Cat4 N300 Outdoor PoE Gateway



×370 ER603WP-4G-Outdoor
Omada 4G Cat4 N300 Outdoor PoE Gateway



Omada Cloud-based Controller