Omada by tp-link

CASE STUDY

Omada Streamlines Network Management Across 500 Sites for Abuzz



Project Scope

- Support and manage a network spanning more than 500 customer locations across Australia.
- Simplify multi-site deployment and network administration.
- Improve visibility and control across distributed deployments.
- Reduce operational complexity and connectivity costs.

Customer Profile

Name: Abuzz
Industry: Digital Wayfinding, Smart Signage & Visitor Engagement Solutions.
Location: Sydney, Australia.

Solution

ER703WP-4G-Outdoor ×130
ER603WP-4G-Outdoor ×370

Management

Omada Cloud-Based Controller

Challenges

- Managing connectivity across more than 500 customer deployments.
- Limited visibility into network performance and health.
- Growing deployment overhead as new sites were added.
- Reliance on a legacy private APN infrastructure.
- Need for a more scalable and cost-effective networking model.

Omada enabled Abuzz to simplify network deployment and management across more than 500 customer locations, providing centralized visibility, faster provisioning, and a scalable foundation for growth.





Centralized Visibility Across a Distributed Network

Abuzz delivers digital wayfinding, smart signage, and visitor engagement solutions across hundreds of customer locations. As the company's deployment footprint expanded, managing connectivity at scale became increasingly complex. Working with GenesysTel, Abuzz implemented a standardized networking architecture built on the Omada SDN platform. Omada's cloud-based management capabilities provided centralized visibility across all locations, allowing administrators to remotely monitor, configure, and troubleshoot deployments from a single interface.

Faster Deployment Through Standardization and Zero-Touch Provisioning

To support rapid growth, GenesysTel leveraged Omada's zero-touch provisioning capabilities, standard configurations, and built-in VPN connectivity. This streamlined the rollout process across hundreds of sites and reduced provisioning time from several hours to less than 20 minutes per location. The result was faster deployment, greater consistency, and reduced operational overhead.

A Simpler, More Cost-Effective Connectivity Model

As part of the migration, Abuzz replaced its legacy private APN infrastructure with a standard 4G LTE-based approach. This eliminated unnecessary platform overhead, simplified network management, and delivered meaningful cost savings. Combined with centralized cloud management, the new architecture created a more predictable and scalable framework for supporting hundreds of distributed customer deployments.



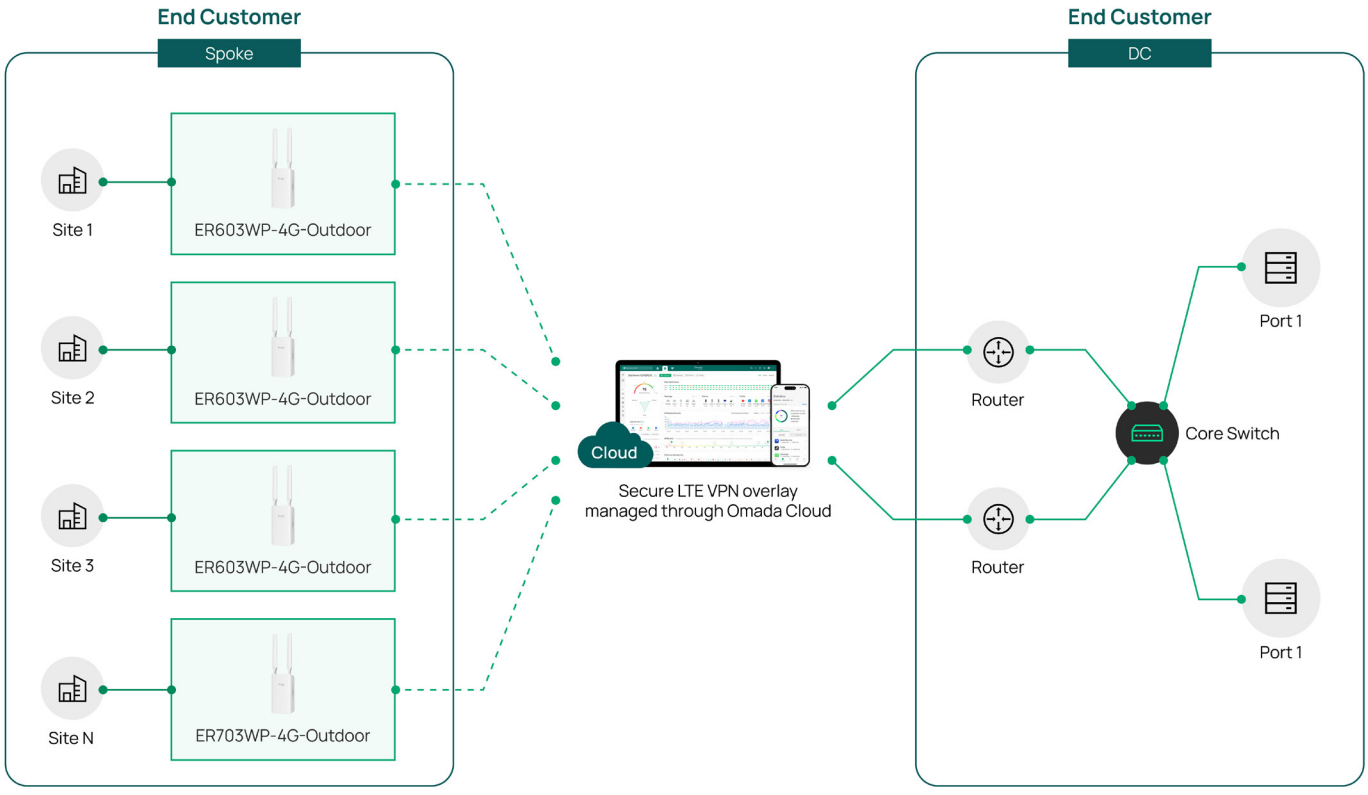
Improved Reliability and Scalability

With Omada in place, Abuzz now benefits from full visibility across all locations, improved reliability through standardized configurations, reduced operational overhead, and faster issue resolution. All 500 sites have been standardized and staged for rapid activation, enabling Abuzz to deploy, manage, and support customer installations more efficiently as the business continues to grow.

Looking Forward

The Omada deployment establishes a foundation for future SD-WAN capabilities, enhanced security policies, and continued infrastructure consolidation. Abuzz, GenesysTel, and TP-Link continue to work together to support the company's evolving networking requirements and future growth.

> "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*



TP-Link is a trademark of TP-Link Systems Inc. and its affiliates. Copyright ©2026 TP-Link Systems Inc. All rights reserved.