



Case Study: Breezy Point Resort

Executive Summary

Breezy Point Resort, located just northwest of the Twin Cities in Minnesota, offers an escape for those that want to vacation and celebrate in nature. Their remote location and proximity to multiple waterfronts makes it difficult to provide internet access using traditional wireline methods. Breezy Point is utilizing Billion's OneZone Managed Wi-Fi Solution to provide seamless Access throughout the resort.

The Customer

Breezy Point Resort is a full service, year round resort on Pelican Lake in the heart of the Brainerd, Minnesota resort country. Established in 1922, Breezy Point has a rich history and has grown to include 250 rooms, cabins and condos, two 18-hole golf courses, a complete boat marina, and three restaurants. From golfing to conference and weddings, the Minnesota resort nestled on Pelican Lake has a wide variety of options for any vacationer's needs.

Breezy Point facilities are meticulously maintained with plenty of amenities to ensure visitors feel at home and have everything they need to have the best vacation possible. One critical amenity is Wi-Fi access, which is no surprise as traveler's increasingly desire connectivity for both leisure and business travel.

Challenges

Breezy Points customers come to the vacation destination to enjoy the remote beauty of nature. While being away from the constant connection of the city is appealing to some, others find themselves in need of connection to keep them relaxed during their getaway. Breezy Point's remote location limits the available connection options. While copper service is available for traditional land lines, providing DSL internet over that existing copper wire is not reliable due to the condition and physical distance from the central office. Wireline options such as cable infrastructure and fiber are not present nor economically feasible.

Breeze Point is already providing Satellite TV and naturally considered Satellite internet;

however, it was deemed not suitable due to cost, performance and susceptibility to connection loss in adverse weather conditions. Staffers noticed visitors using cellular Mi-Fi devices and later discovered that T-Mobile's footprint provides substantial coverage in the area. The decision was made to investigate cellular connectivity solutions for broadband connectivity along with the local guest hotspot/Wi-Fi connectivity and thus, Breezy Point turned to Billion's OneZone Managed Wi-Fi solution.

How Product Helped

Billion OneZone Managed Wi-Fi solution is an industry First, combing the latest generation of mobile wireless and Wi-Fi technologies into a single platform. OneZone integrates 4G/LTE Advanced with carrier aggregation and Dual Band 802.11ac Wave 2 WLAN along with Hotspot and Captive Portal functionality and cloud-based management via Billioncentral®. Purpose built for challenging/rugged deployments the solution is IP-67 rated and designed to withstand harsh outdoor conditions, including wind, rain and the notorious Minnesota winters.

The lightweight, unobtrusive design with multiple mounting options supports fast deployment and the advanced MIMO antenna technology ensures high performance in LOS (Line of Sight) and NLOS (Non-Line of Sight) locations thus allowing Breezy Point to focus on placement for optimal WLAN coverage and overlap. Billion's OneZone directly address Breezy Point's lack of a wireline alternative for internet connectivity and enable support for the #1 requested amenity amongst their visitors, Wi-Fi Access.

Result

After initially testing in a single location, the staff were immediately impressed with the quality, speed and reliability of the service. The deployment of has grown to 22 units throughout the resort blanketing the area with multiple hotspots for optimal WLAN coverage.

Ultimately, this has resulted in an immediate return on investment. Breezy is now offering tiered Wi-Fi services, complementary Guest Wi-Fi sufficient for email and basic browsing and a premium (paid) connection for high speed internet, streaming. Additionally, the Captive Portal supports advertisements allowing Breezy Point to sell space to partners and other local vendors.

Conclusion

Billion OneZone Managed Wi-Fi proved to be the right solution for Breezy Point. In addition, providing secure, high performance, reliable Internet connectivity over T-Mobile's cellular network, the solution enables a host of local applications and new revenue generating services.