BusyBee WiFi

Los Angeles Networking Provider Selects Aerohive to Deliver Scalable Wi-Fi Solutions to Meet Diverse Client Requirements

Challenges

- Identify single solution partner with scalable enterprise Wi-Fi to meet needs from small offices to large organizations
- Deliver cloud-managed wireless solution with central network management to manage multiple clients from single interface
- Partner with Wi-Fi provider who understands the importance of security, especially for medical and legal clients

Results

- Enterprise features like PPSK allow robust security with simplified management
- Support from Aerohive is bar none and helps enlarge future client opportunities
- Technology innovation like iBeacon and location services from Aerohive add value to robust and reliable Wi-Fi solution

About BusyBee WiFi

BusyBee WiFi recently launched in the Los Angeles area to bring enterprise Wi-Fi, networking and managed IT services to small and medium businesses. Many small and medium businesses are looking for an IT solutions partner offering a range of best of breed solutions, along with managed services to ease the burden of technology management for companies without in-house IT expertise.

"As we grow our business and offer a great number of networking services to our clients, Aerohive has given us a strong foundation to offer small and medium businesses who need to upgrade and evolve to an enterprise wireless solution. With changing requirements, greater demand for security, and an increase in the reliance on Wi-Fi for a greater number of devices, the Aerohive solution allows us to offer a scalable and simplified solution with the benefit of robust features tailored across a wide variety of verticals. BusyBee WiFi has been so pleased with the way Aerohive has supported us and we are confident Aerohive will be a powerful solution offering to help us expand our business."

— Sean Story
CEO, BusyBee WiFi

Founder Sean Story has lined up partnerships with leading solutions providers to bring reliable, secure, scalable and simplified networking technologies to his customers. With particular focus and expertise to deliver solutions to the medical field, the majority of BusyBee clients are medical practices. BusyBee WiFi has customers in a variety of industries in Beverly Hills, Brentwood, Downtown LA, Playa Vista, Marina Del Rey, Santa Monica, Fullerton, Woodland Hills, and Newport Beach.

The Challenge

When BusyBee WiFi set out to identify a wireless solutions partner, they looked at several leading providers, including Aerohive and Ruckus. After completing the evaluation, Story found other solutions to be unnecessarily complicated, and he had a firm requirement to identify a solution with centralized management and comprehensive multi-tenancy functionality, in order to effectively manage multiple clients from a single interface.

Security is also a key consideration for clients. BusyBee works with many different industries including healthcare and legal, where HIPAA compliancy and privacy are paramount. Many clients have seen a large increase in the number of devices, especially in the medical field where medical devices are connecting to the network with the wider availability of EMR and other software solutions. And many clients are already connecting laptops, phones, tablets, smart watches, as well as IoT devices.

Users and devices need to have individual authentication without complexity, and guest access needed to be monitored. Many clients also seek a highly reliable solution, often times moving away from consumer-based fixes as their business has grown and needing an enterprise-grade Wi-Fi solution.

The Solution

Aside from robust and reliable wireless solutions, Aerohive also went above and beyond to support BusyBee WiFi and in turn, enable the company to best support its clients and customers. Aerohive provides a single point of contact, which creates time efficiencies and provides a better support experience all around. Educational resources, tutorials, and training sessions are invaluable and help condense and package training information for clients. BusyBee recently conducted an online marketing campaign and Aerohive took extra steps to provide key word suggestions and other promotional marketing materials.

Features such as Private Pre-Shared Key (PPSK) allow SMBs to easily add employees and devices from anywhere at anytime, and protect against rogue employees. The PPSK feature has been lauded by Human Resources departments that now can easily remove employees from the network who are no longer employed. BusyBee anticipates Aerohive's PPSK to provide key benefits for retail clients who can use PPSK for Point of Sale systems, and to gain insight on customer behavior with iBeacon technology and location services from Aerohive. Cloud management with Aerohive's HiveManager greatly simplifies network deployment and implementation, and allows management across multiple offices in multiple client settings.

With the company proximity to Los Angeles and the large number of clients focused on entertainment and cosmetic surgery, a surprising draw to Aerohive was the stunning design and aesthetic of the Aerohive access points. With access points mounted in an open office setting, it is very important to BusyBee clients to have a sleek product design.

Some recent successful customer deployments include:

- A healthcare clinic wanted to offer guest access to its patients, without too many steps for authentication, but with the ability to gather customer information. A portal is branded with the clinic logo and patients easily sign on for reliable Wi-Fi. The clinic can then gather patient information, and send informational and promotional emails to patients, eliminating the need for a third-party marketing service.

- A dermatology practice was experiencing tremendous issues with interference, to the point that the network was unreliable due to radio and signal interference from other nearby offices in the same building. The dermatology clinic has three offices with rotating employees, and a large number of devices, including wireless medical lasers. BusyBee deployed Aerohive to eliminate problems of interference, enable remote office wireless management, and ensure HIPAA compliancy across all operations.

BusyBee looks forward to working with Aerohive in the years to come, knowing they will always go the extra mile to equip partners to be responsive and knowledgeable. With many clients on board who rely on BusyBee to manage IT from top to bottom, central network management with HiveManager is imperative and has allowed the company to best serve its clients. The company looks forward to expanding its client base as it offers a best of breed enterprise Wi-Fi solution.