



"Phocabby is a company with great ambitions. We are young, fast-growing and we want to distinguish ourselves. Thanks to Aerohive, we are able to make this possible and offer good service to our customers. Because we keep our network as simple as possible, together with Aerohive, we can fully focus on our core business: making beautiful and creative experiences for our customers."

— Arthur van de Poll
CEO, Phocabby

Phocabby

Phocabby uses Aerohive to connect interactive experience platforms with wireless internet

Dutch leader in interactive experience platforms uses Aerohive's network solutions to provide self-service devices, advertising displays or information screens with an interactive self-service network connection.

Who is Phocabby?

Phocabby is a young Dutch company, founded in 2012. The company, originally from Rotterdam, is growing rapidly and conquers the world step by step. In 2013 they expanded to Singapore and soon they will establish their services to the U.S. west coast.

Phocabby markets interactive experience platforms and adds value to marketing. Examples of the interactive experience platforms are bus stops where customers can shop online, or holographic kiosks capable of showing people how their dress, pants or shoes will fit before they even put it on. Also self-service devices or advertising displays are a possibility with a Phocabby application.

Phocabby uses the natural desire that people have to express themselves, compete with each other and get social recognition as a marketing tool. With their service, Phocabby serves the entire market: for example an individual organizing his ten-year work anniversary party, but also major dance events. Phocabby has an experience platform for every occasion, which ensures that every visitor is entertained, surprised and connected to the digital world.

Phocabby's Challenge

Phocabby works with locations and objects with limited or no access to electricity or internet. For example, the company had to deal with the problem of limited electrical possibilities at a bus stop. Bus stops are provided with power only at night. Because of that, it was hard to create an interactive experience out of them. As a result, Phocabby designed a battery, capable of providing energy for 22 hours. Because of this ingenious electrical solution, the company can accommodate an internet connection at even the most remote locations. To establish the internet connection itself, the company started cooperating with Aerohive.

Aerohive's solutions

Aerohive's services are used to provide the experience locations with Wi-Fi, and furnish them as a hotspot. Also, Aerohive facilitates the content distribution and makes long-range management possible. This is possible, because the Aerohive networking solutions are controller-free. The networking architecture has the benefits of one with a controller, but the start-up and management costs are limited, the system is more reliable, easier to expand, performs better and is more suitable for large-scale use of wireless applications. The network is easy to manage from the cloud, therefore it is not needed to hire expensive networking engineers.

Why Aerohive?

Phocabby chose for Aerohive, mainly because of the following three facts:

- Fast response: Aerohive's smart access-points deliver, even in the hardest conditions.
- Method based on solutions and proactivity: because of Aerohive's flexibility, Phocabby is able to improve or expand their products fast. Thanks to Aerohive, Phocabby can grow fast.
- Low Total Cost of Ownership: Aerohive offers the most extensive, cost-effective and flexible cloud-based networking solution, compared to other providers, like Aruba Networks and Ruckus Wireless.

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