

# A MERU CASE STUDY IN EXHIBITION

The Norway Trade Fairs



## Meru Networks delivers carefully tailored grades of service differentiation

### 64,000 m<sup>2</sup> covered by VoIP-enabled wireless LAN

Norway Trade Fairs is with its 38.000 square meters exhibition area the leading and largest exhibition center in Norway. Their business is in constant growth, and so is their need to make sure that their employees, exhibitors and visitors can rely on the wireless network. Now they have upgraded their Meru WLAN-solution to the next generation 802.11n standard. Visitors, employees and exhibitors have access to over 64,000 square meters fully covered by VoIP-enabled high speed wireless LAN and hot-spots provided by Meru Networks via their integrator Datek Installasjon.

#### ❖ Challenge

- Deliver a wireless network solution with extreme scalability and rapid deployment combined with excellent multi-user support

#### ❖ Solution

- Meru Wireless LAN system consisting of 50 AP208 access points and Now AP311
- Additional controllers added to achieve redundancy
- VoIP switch for employees
- Hot spot gateway for exhibitors and guests

#### ❖ Benefits

- Lack of disruption
- Easy deployment of VoIP
- Simplicity in scalability
- At the point of no return

#### Challenge

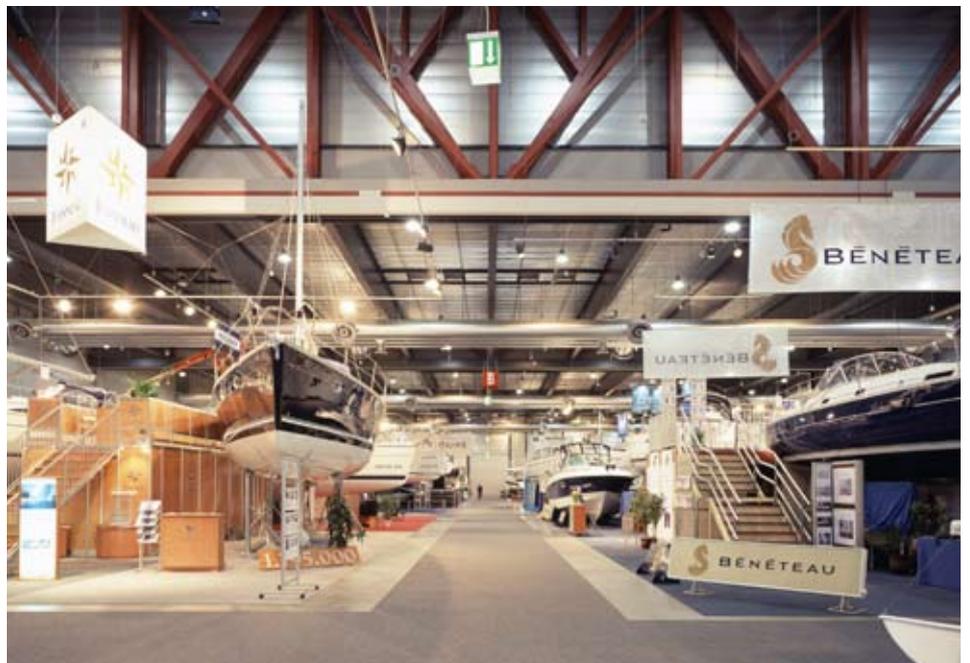
An exhibition and convention concept is quite a challenge to take on for any wireless network vendor. Not only is there a need for extensive bandwidth on a 100% stable connection, but one must also consider that in a large exhibition area, a wireless network must be extremely flexible because of the changing surroundings. With each new exhibition comes a specific need for a tailored WLAN-solution, and every few weeks a new structure takes shape in the exhibition halls. Mr. Jan Erik Bentzon, IT Manager at Norway Trade Fairs, points out that an urgent need to deploy an extra access point might arise with as little as 15 minutes notice.

When embarking on a search for an all-inclusive, user-friendly wireless network solution in the first place, Mr. Bentzon was already familiar with the performance of Meru Networks products and was thus curious to learn what the company could deliver in terms of an optimized solution for the

exhibition area. The Meru technology proved highly suitable for the premises and the network performance has been flawless.

"Today we are in total control of our wireless network, and do not fear unexpected situations or sudden requests. We are confident that we can provide a solution for every customer need. Thanks to Meru Networks, we can now deploy a new access point within minutes, self-configured by the system of course," says Mr. Bentzon.

The Meru technology is based on a centrally managed, virtual, single channel WLAN with coordinated access points, all on the same frequency. Compared to other WLAN, where each access point has to be adjusted one at a time, the Meru technology is based on a central controller from which the entire network can be managed in a convenient and timesaving manner. The Meru technology eliminates the need for complex coverage planning, channel planning and re-planning, thus reducing overall costs in the long run.





“By switching to the new standard we can provide a higher level of service to our employees, visitors and exhibitors, which are vital for our business”, Mr. Bentzon explains.

### Solution

As the Norway Trade Fair grew in size and exhibitors the management decided to upgrade their system to 802.11n. With the experience from working with Meru, the decision to go with their technology platform to the next step wasn't hard.

By installing access points that support 802.11n, Norway Trade Fair can boost the wireless bandwidth by a factor of five or more over 802.11g and also take advantage of higher wireless reliability available with the new technology.

- After we upgraded to 802.11n we can handle even more WLAN traffic in concentrated areas. We have had 900 simultaneous users in the whole exhibition area, and 400 in a single hall without any problems, says Bentzon.

The Meru technology is based on real Quality of Service (QoS) which provides assurance to the user of a fully stable, uninterrupted VoIP communication. QoS separates and prioritizes between different kinds of communication traffic on the network and ensures that each data flow will run smoothly.

The Norway Trade Fairs in Lillestrøm outside of Oslo is a vast, international arena for exhibitions and events. With a conference capacity of 10,000 people and around 400,000 visitors from all over the globe each year, the convention centre is, together with the city centre arena Oslo Spectrum, the leading Norwegian organizer of exhibitions, conventions, and concerts. Visitors, employees and exhibitors have access to over 64,000 square meters of exhibition area fully covered by VoIP-enabled wireless LAN and hot-spots provided by Meru Networks.

The Meru Networks WLAN technology is easy to install and effortlessly adaptable to an increasing number of users. Adding supplementary features, such as IP telephony, is also a simple task. The Dateg Installasjon technicians that installed the new network at Norway Trade Fairs said that the lack of disruption is striking and pointed out that due to the low maintenance and easy deployment of additional access points or new features, the total cost of the system is also highly competitive.

### ❖ About Meru

Meru Networks develops and markets wireless LAN infrastructure solutions that use virtualization to deliver pervasive, high-fidelity wireless service for business-critical voice, video and data applications. Meru's award-winning virtual cell architecture embodies a complete departure from typical hub-based WLAN approaches, offering levels of performance, reliability, security and cost-effectiveness previously found only in wired networks. Meru's technology has been adopted by 2500 organizations in 35 countries.

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