

ABOUT NIDO

Nido Student Living first opened its doors in 2007 with 1,045 beds in its King's Cross location. Today Nido is home to more than 2,500 students in Central London. Designed and developed from scratch, Nido is a leader in the direct-let market, meaning it reaches out to students, parents and institutions directly to create the unique mix of residents.

'Nido', meaning 'nest' in Spanish and Italian, is the international brand for student accommodation and is being marketed across diverse cultural markets in the UK, Europe and further a field in Asia. The brand concept has been masterminded after extensive research and planning and has successfully challenged existing accommodation offers worldwide.

ABOUT ASK4

ASK4 is one of the leading providers of Internet access services to the student accommodation market, offering technology and support services to multiple-tenanted student and residential accommodation, as well as business premises. With ASK4 Broadband students can choose from a vast range of packages with speeds up to 100Mb/s and no restrictions. ASK4 works with property developers and communication companies to develop and design systems that offer flexibility and reliability to provide the high quality service, now and in the future. Formed in 2000, and having merged with Horizon telecommunications in 2005, ASK4 is a privately owned company with offices based in Sheffield city centre. For more information, visit www.ask4.com.

REQUIREMENTS

- Nido Student Living needed an unobtrusive, internal Wi-Fi access system for its student accommodation across three London sites, providing 'always on' connectivity for the varied needs of the inhabitants.

SOLUTION

- 450 Ruckus ZoneFlex™ 7363 dual-band (2.4/5 GHz) indoor 802.11n mid-range APs
- [number] Ruckus ZoneDirector™ management platform

BENEFITS

- Provided full 'wall-to-wall' Wi-Fi coverage across three student sites, providing internet access for thousands of students
- Unobtrusive hardware units to blend into the environment
- Fully managed service to ensure guaranteed service levels
- Provides a platform to offer a value-added service that can be charged on a per-speed basis



Education:

Students ask for better connectivity in Nido Living Spaces

HIGH QUALITY LIVING AND WI-FI ACCESS DEMANDED BY MODERN STUDENTS — RUCKUS WIRELESS PROVIDES FOR 'ALWAYS-ON' CONNECTIVITY FOR NIDO STUDENT LIVING ACCOMMODATIONS

Student living has come a long way since the 'pre-gadget' days of the 80s and early 90s. Meeting up with friends took planning, organisation and a pocket full of change or a phone card for the phone-box. Today, things are so very different. The introduction of University fees and the barrage of smart devices have changed the face of modern-day studenting forever. Today, we are faced with the emergence of the Smart student – connected, 'hip', savvy, and expecting a high quality of experience.

Now, the modern student expects security controlled entry systems, gyms, premium room décor and high-speed connectivity. They have access to a bewildering array of laptops, tablets, phones, pdas, personal fitness devices and anything else in-between, all requiring network connectivity.

Nido Student Living Group is a leading provider of premium student accommodation, with three London locations in King's Cross, Notting Hill and Spitalfields – the latter being the tallest student accommodation building in Europe. It provides 450 high-performance Ruckus Smart Wi-Fi access points across the three premises to ensure students have an 'always on' experience.



Education: Nido Student Living

“Our residents are sophisticated data users and are often using multiple wireless devices such as smartphones, tablets, e-readers and laptops at the same time. They require a state-of-the-art wireless system to support heavy rates of data consumption. Broadband delivery, whether fixed or wireless, is an extremely important consideration in this sector. It’s essential that the deployed solution keeps our customers satisfied and provides us with a platform to offer a value-added service that we can now charge on a per-speed basis.”

Neil Burton
CEO of Nido Student Living

Nido turned to ASK4, a leading provider of managed telecommunications services, to provide the high speed broadband and wireless internet managed services specifically designed for the student accommodation sector. ASK4 selected Ruckus Wireless products and its technology for their installations, configuring the new Wi-Fi infrastructure with Ruckus ZoneFlex 7363 dual-band (2.4/5 GHz) indoor 802.11n mid-range Access Points (APs) featuring Ruckus BeamFlex adaptive antenna technology.



Matt Eley, Director, ASK4 says: “The Ruckus solution performed well in tests and is perfect for intense environments of this nature. In addition to offering the most appropriate technology for this type of environment, the Ruckus equipment we’ve deployed helps to accelerate installation time because it’s so easy to work with. The system was up and running in record time, from commissioning to activation in just six weeks.”

With an integrated Ruckus solution in place, ASK4 can remotely view, securely control, easily manage and automatically configure the network infrastructure and assets. These critical capabilities were integral to Nido’s requirements, as their wireless system needs to support both the basic and premium service options the company makes available to resident students.

From an aesthetic perspective, the Ruckus APs fit unobtrusively with the contemporary look of Nido’s residences. This was a further factor in the selection process, due to the fact that the APs would be installed in prominent public places within the residences. The Ruckus ZoneFlex 7363 unit is flat, thin and easy to install. From a logistics perspective, the units deploy in any configuration an organization or enterprise might require.

Eley added: “This was one of the first large scale deployments of its kind in the UK that involved the dual-provisioning of standard and premium services, where Nido customers will be able to easily upgrade their speeds if they want to. The solution has proved to be the most applicable for an intense service environment populated by demanding, virtually ‘always-on’ users.”

