

CASE STUDY

ARUBA'S GIGABIT WI-FI MOBILIZES CREATIVITY AT FIRST PERSON

Growing creative firm First Person upgrades to an Aruba 802.11ac-enabled WLAN for strong security, seamless connectivity and reduced IT burden to better serve its expanding global client base.



In Drew Fiero's industry, an hour's delay results in thousands of dollars in costs. That's why he decided to make his company a leading small to mid-sized enterprise by adopting Gigabit Wi-Fi.

"As a creative agency, our culture is heavily team-centric and collaboration-oriented," explains Fiero, CEO of San Francisco-based First Person, developer video-intensive digital branding products for a global client base. "Having the right wireless infrastructure is fundamental to our work culture."

Facing multiple evolving business drivers, First Person determined it was time to deploy an 802.11ac-based WLAN. And, due to First Person's successful ongoing partnership with Aruba Networks, Fiero knew who to call.

"We've been very pleased with our Aruba infrastructure, says Fiero. "Our existing Wi-Fi was based on Aruba Instant access point (AP) technology using the previous wireless standard. One of the benefits of Aruba's infrastructure is the ability to expand and grow it as our company grows."

ARUBA ENABLES COMPANY GROWTH

According to Fiero, with First Person's growth came new demands brought on by increased client expectations and an enlarging employee and contractor talent pool.

BENEFITS

- Aruba WLAN delivers 20 percent savings by improving efficiencies.
- Pervasive, scalable Aruba 802.11ac Wi-Fi amps up performance to enable seamless connectivity and collaboration.
- Reduces help desk connectivity tickets by nearly 100 percent.
- Aruba AP infrastructure grows with SME business needs and size.
- Leverages patented ClientMatch™ technology for reliable connectivity throughout multi-story campus.



"With our Aruba WLAN and its 802.11ac wireless technology, we're serving our growing global Fortune 100 client base with world-class enterprise Wi-Fi that easily fits our SME resources and budget."

Drew Fiero

CEO, First Person

"Simultaneously," he says, "video file sizes and frame rates were growing exponentially. A single file can now be greater than a terabyte and our large movies need sufficient bandwidth to stream consistently at over 1 Gigabit per second."

"Together, these forces meant it was the right time to leverage the performance capabilities offered by 802.11ac," Fiero adds.

Seamless Connectivity with ClientMatch™

Through its established relationship with Aruba, First Person was aware of Aruba's new 802.11ac-enabled access points [APs], with patented ClientMatch technology, for seamless connectivity experiences.

"Staying connected as people move between teams and projects is critical for keeping all of our projects on track," says Ali Poursamadi, Systems Administrator, for First Person. "Aruba's 802.11ac with ClientMatch is exciting technology for an SME such as ours, with a lean IT shop."

ADOPTING ARUBA'S ENTERPRISE-GRADE AND SME-FRIENDLY SOLUTION

Like First Person, many SME's need critical performance and security features of enterprise-grade WLANs with the simplicity, scalability and affordability appropriate for their business. "We don't have a large IT team dedicated to manage our Wi-Fi network," Fiero says.

"Our expanding client base ranges from start-ups to Fortune 100 companies," he continues. "Many are global companies with locations in multiple time zones. All of them expect us to supply world-class service, which requires us to operate a world-class infrastructure."

Robust Options Answer Every Need

To meet its burgeoning needs, First Person decided to not only adopt equipment running the latest generation Wi-Fi standard, but also to move to a traditional wireless infrastructure model of APs combined with a mobility controller.

Regardless of whether an organization needs controllerless, no-touch Instant APs or a controller-managed AP setup, these solutions represent fundamental elements of Aruba's secure and reliable architecture.

Other options include Aruba Central, a cloud-delivered enterprise management tool. Aruba Central provides robust access management, network optimization and other advanced security features to simplify WLAN administration for SMEs with more complex needs or those with distant locations.

Aruba Solutions Fit SMEs of Every Size and Type

Notably, Aruba solutions fit SME budgets and IT staff resources, ensuring technology staff can focus on initiatives that add business value.



"When we buy equipment, we need it to just work," emphasizes Dennis Alikpala, Systems Administrator, for First Person. "From testing to full deployment, we had our new network running in less than a week."

"It's why we chose Aruba," he continues. "We get the performance, security, reliability and simplicity we need."

ARUBA GIGABIT WI-FI POWERS MOBILITY-DRIVEN ENVIRONMENTS

Unsurprisingly, First Person's computing environment is #GenMobile-driven, with a mixture of corporate-issued, BYOD and guest devices. #GenMobile are the new breed of technology users defined by their strong preference for mobility.

"In addition to a company-issued device, our employees carry smartphones and tablets," Fiero notes. "Many also have a personal laptop."

"Also, our Wi-Fi supports contractors and clients when they are on-site," he continues. "So, it's important that our infrastructure is capable of ensuring all of the people experience seamless connectivity as they move around our campus, which spans three building floors and 12,000 square feet, with their various device types."

With its new infrastructure, First Person can meet these productivity demands. "Our previous infrastructure was beginning to struggle with all the new challenges," says Fiero. "Now, people are more mobile without connectivity issues, which makes our entire organization more efficient and effective."

BOOSTING STAFF AND CLIENT ENGAGEMENT WITH AN ARUBA WLAN

One Aruba feature the agency particularly appreciates is AirGroup. With AirGroup, it's incredibly easy to wirelessly share media using Apple Bonjour services, like AirPlay, from mobile devices. Simultaneously, AirGroup ensures high quality-of-service (QoS).

Collaborating with AppleTVs

At First Person, numerous AppleTVs are scattered around its campus for staff collaboration and client presentations. "Teams use the TVs regularly to assimilate the components of a project into a working unit," Fiero says. "Then, they review it to ensure the different videography and animation techniques all blend cohesively.

"Our Aruba network ensures we have the coverage and capacity to review these bandwidth-intensive rough cuts," Fiero adds. And, most of all, it ensures we have the infrastructure needed to debut final products to our customers and present our capabilities to prospective clients."

“ We've achieved savings of at least 20 percent ”

Bottom Line: More Clients and Less Cost

Overall, First Person's new 802.11ac Wi-Fi network delivers reduced costs, greater staff engagement, improved customer experiences and, ultimately, more sales opportunities.

"In addition to enabling us to showcase our work to clients and prospects, we're seeing IT efficiencies as well," says Fiero. "On the whole, I'd say we're saving at least 20 percent, or more, with the efficiencies gained from our new wireless network."



ABOUT ARUBA NETWORKS, INC.

Aruba Networks (NASDAQ:ARUN) is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication.

To create a mobility experience that #GenMobile and IT can rely upon, Aruba Mobility-Defined Networks™ automate infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operational costs.

Based in Sunnyvale, California, Aruba has operations throughout the Americas, Europe, Middle East, Africa and Asia Pacific regions.

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