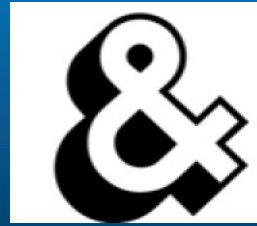


REAL ESTATE

401 Park leverages Harbor Networks for expansive Wi-Fi infrastructure.



The Challenge

401 Park Drive, in Boston, MA, has a long and storied history. The building was built in 1928 as a Sears, Roebuck and Company distribution center but was later abandoned. At the turn of the century, the landmark building was reopened to include a movie theater, office and retail spaces.

In 2019, the space underwent even greater changes, as a community park, ice rink and food hall were added. The building's lobby was also upgraded, making it one of the hottest destinations in The Fenway section of Boston.

But along with the renovations came new technological needs for the structure. Specifically, real estate firm Samuels & Associates was looking to provide superior Wi-Fi service to tenants and visitors of 401 Park. However, with 1.5 million square feet of space to cover, the firm knew the project could be challenging. So, the company turned to Harbor Networks for its expertise in Wi-Fi and network infrastructure.

"Being such a large structure we faced limitations for cabling and building construction," said Samuels & Associates General Manager, Paul Walsh. "We went with Harbor Networks because we had worked with them on a previous smaller project that went very well."

“**We have complete and reliable coverage. People use the system and we do not have to deal with any frustration relating to weak or intermittent network issues.**”

Paul Walsh
General Manager
Samuels & Associates



The Solution

Harbor Networks worked with Samuels & Associates contractors and design engineers to design a Wi-Fi solution that would achieve full project coverage and avoid unnecessary spending on infrastructure. Samuels & Associates chose to add LinkyFi a public Wi-Fi access management and marketing platform, to the solution. This addition will help Samuels & Associates improve marketing by allowing the company to track the demographic information of visitors who frequent the property.

Specifically, LinkyFi was chosen for this space due to its flexibility with data collection and customer-facing enhancements. With LinkyFi, Samuels & Associates can now see key demographic information and take action based on that information. Not only can visitors use the Wi-Fi to better their experience, but the solution also provides secure and unique access for vendors in and around 401 Park. The property's new sound system can also be controlled and managed by Wi-Fi users through LinkyFi.

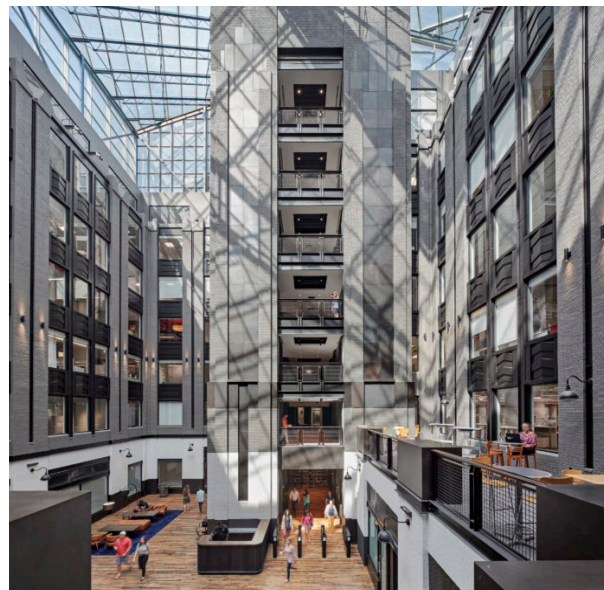


Image Source: "401 Park West Atrium" via www.samuelsre.com



401 Park Spring Aerial via www.samuelsre.com

LinkyFi data analytics is providing key information to the Samuels & Associates team that allows them to customize physical signage on the property and understand how visitors use the venue in order to better understand their needs and interests. It also provides secure, on-demand access for the firm's brand new premier conference center. With Harbor Networks managing the project, the entire Wi-Fi deployment went off smoothly.

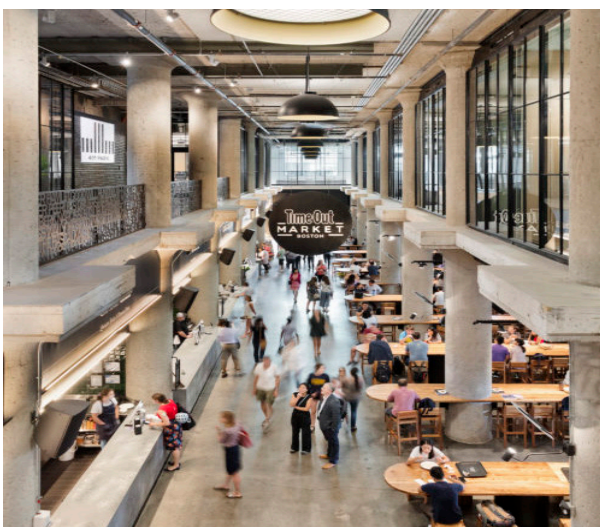
"We now have complete and reliable coverage," Walsh said. "People use the system and we do not have to deal with any frustration relating to weak or intermittent network issues."

The Benefit

Now that the project is complete, 401 Park has reliable coverage across the structure. Guests and residents who use the system enjoy reliable high-speed connectivity. LinkyFi is also allowing Samuels & Associates to gather the data necessary to optimize the visitor experience.

Because of the success of this project, Walsh Samuels & Associates has already made plans to work with Harbor Networks again on an upcoming addition.

"We have an excellent relationship with Harbor Networks. They are always available to make adjustments or support us if we have questions," Walsh said. "We have recently asked them to come in during the design phase of a 500,000-square-foot addition we are planning. This will make the infrastructure install much smoother and allow us to have a cohesive design on Day 1. We look forward to working with them on future projects."



401 Park View Over, via www.samuelsre.com

Number of Users: Thousands

Industry: Real Estate

Customer Since: 2019

