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— Darrell Souhrada
Legacy Management

Case Study

The Word Is Out

Large WiFi Upgrade Restores Resident Satisfaction For WyndSOR Terrace Apartments

Located in the heart of Ames, Iowa, WyndSOR Terrace Apartments is a glowing community with recently renovated units to match. Known best for their friendly management and sought after amenities, this apartment community is just a short distance from one of Iowa’s largest state colleges. Conveniently located, these five buildings house over 150 residents, complete with refurbished interiors, updated exteriors, and laundry facilities, as well as free WiFi for each resident. While this property is now fully leased year round, this was not always the case.

When Darrell Souhrada first acquired WyndSOR Terrace Apartments in early April of 2016, the property needed a few key upgrades to bring it up to speed for the 21st century. Understanding the key amenities for tenants in this market, one of the primary initiatives was to offer free Internet. WyndSOR Terrace, working with a local vendor, installed a wired Internet system to each individual unit and outfitted each apartment with its own wireless access point. Soon after the installation was complete the owners discovered that the Internet performance was a major issue. Residents often complained of poor device connectivity, slow Internet speeds, and WiFi

dead-zones within units. Since reliable WiFi was a necessary amenity, Souhrada knew something had to be done.

The end goal for WyndSOR Terrace was a WiFi network that resembled an effortless, hotel WiFi environment. After discovering Thinix, a technology leader in the hospitality industry, WyndSOR Terrace Apartments teamed up with Thinix to put residents first and create the Internet experience their customers wanted.

The Challenge

There were three key challenges for this large project; technology limited access points (APs), low bandwidth, and poor technical support for residents — meaning WyndSOR Terrace Management was left to deal with WiFi complaints. With a large portion of management’s time spent off-site with other portfolios, Darrell Souhrada needed a solution for WyndSOR Terrace that will simply work and offered proactive problem-resolution from the company supporting the system. Factoring in that WyndSOR Terrace bundles WiFi costs as a part of residents’ monthly rent, the WiFi upgrade also needed to be efficient and cost-effective.

WyndSOR Terrace's WiFi Upgrade Requirements

1. Efficient, cost-effective upgrade.
2. 24/7 proactive, technical support for resident's WiFi needs.
3. Network infrastructure to support multi-device environments.
4. Best-in-class AP hardware for stronger, faster connections.
5. Bandwidth standards with optional resident upgrades for faster speeds.



The Solution

Seamlessly transitioning a WiFi upgrade for an entire property can be logistically challenging. Thinix worked closely with WyndSOR Terrace to design a solution that cost-effectively delivered reliable wireless infrastructure for residents. The new system design provided significantly higher network capacity and met the bandwidth upgradability for users. Key components included over 60 Extreme Networks 7502 in-room (APs), Thinix managed gateway controllers and 24/7 Thinix GuestFirst™ Support. "The apartment WiFi support is unheard of," said Souhrada, "but it was a feature that we couldn't live without. Legacy Management owns and manages dozens of properties and having the support aspect is vital."

The Implementation

Before implementation, Thinix engineers invested a great deal of time in AP bandwidth testing. Testing ensured that all current in-room APs were functioning and capable of delivering the desired bandwidth and signal strength. Further testing was completed, confirming a different AP device would be required when tenants chose to purchase additional bandwidth, leading to the purchase and installation of the Extreme Networks 7502 in room (APs). This reduced WiFi dead-zones for residents by increasing signal strength. Additional multi-device testing confirmed that the new system designs would support numerous devices and users at any given time. After testing was completed, systems were preconfigured to make the transition and installation as effortless as possible.

Thinix implemented a higher density of in-room APs to deliver better WiFi. Anthony Clark, Director of Thinix Business Team, notes, "The nice part about the in-room APs versus traditional APs is the cost. Even though there's twice as many with the in-room APs, the cost isn't twice as much. To satisfy Souhrada's requirement for proactive support, Thinix also cloud manages the APs and pushes out updates on a regular basis. Thinix makes sure they're up-to-date and generates alerts if they go down to ensure the property is performing at its peak." Additionally, each AP has a service sticker that lists the 24/7 Thinix GuestFirst Support number, so residents can contact Thinix any time they have an issue or question.

The Results

After making the switch to Thinix, Darrell Souhrada has reported that they have received numerous compliments about the WiFi. "It's truly been great working with Thinix on this upgrade. They've been able to handle our large property without skipping a beat. We were able to take a negative, make it a positive, and the word is out; WyndSOR Terrace has great WiFi!"

