



**IRAN Computer Center Enhances Customers' Experience with EnGenius Solution**



The computer center of Iran was one of the largest distribution and sales centers for computer products in the year 1998 and its activists were able to introduce a new approach to information technology business.

The center is located on nine floors, including five commercial floors, three floors parking , 1 floor meeting room , located on Valiasr Street above the Taleghani crossroads (in Tehran). The opening of 270 commercial units in the five floors of the center, along with its proper management in the direction of strong concentration, all Units only on computer products made the center a powerful pole in the class, and was considered by many traders and manufacturers of the IT sector as well as consumers.

**The Challenges :**  
*A Wireless network to support shoppers & customers' Needs as well as Daily Operations*

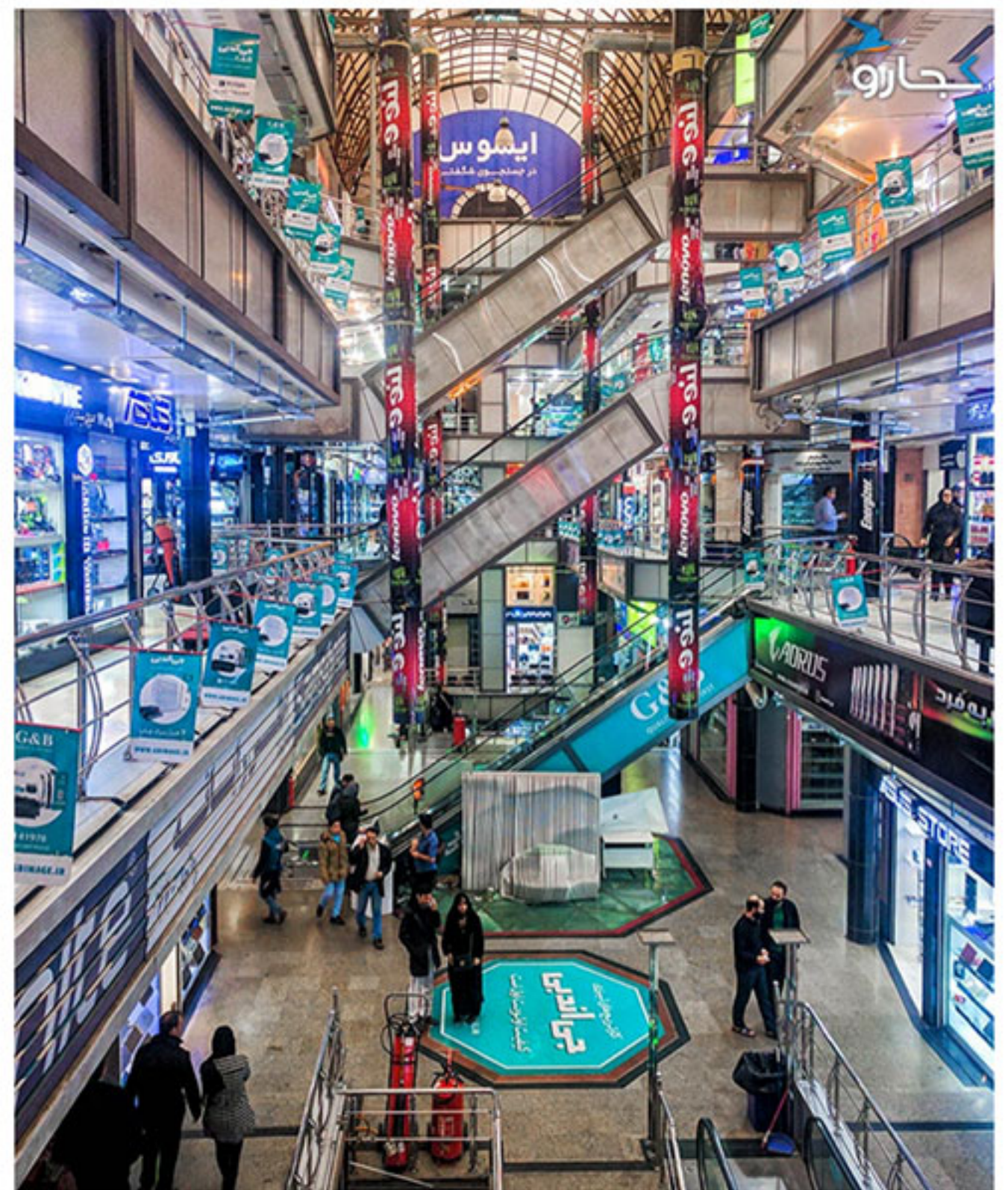
Considering the fact that the computer center of Iran is one of the pillars of the sale of computer-aided products in Iran, and given the fact that thousands of people visit this shopping center daily, the need to provide the public Internet service has a special place.

As such, AsiaTech, one of the largest Internet-based companies in Iran, went ahead with its Wi-Fi hotspot in the business center, and in co-ordination with its board

of directors, the Wi-Fi wizard from the managed Innovation brand was centrally located.



Users can connect to the Internet via AsiaTech's Hotspot service.



**Solution :**  
*The EnGenius Neutron Series Wireless Management Solution*

The AsiaTech used 27 units of EWS310 Neutron Series Dual Band Wireless Managed Indoor Access Point, an 8-Port Gigabit PoE Smart Switch with 2 Gigabit SFP EWS5912FP Management Controller. The ability to easily and quickly deploy EnGenius access points through the switches offered a state of the art, integrated and uncompromised performance.





The **EWS310AP** Wireless-N 300Mbps+300Mbps EWS Managed Dual Concurrent AP, provides dual-band, concurrent connectivity for large homes and small businesses. Operate as a stand-alone AP or as part of a Neutron network management solution. Band Steering support detects and shifts dual-band-capable clients to the less-congested 5 GHz band, optimizing network bandwidth.

- 11n Wireless Speeds to 300 Mbps on Each Band
- Long range, high sensitivity and multi floor coverage
- Connect & Power via 802.3af/at PoE+ Gigabit Port for Flexible Deployment Options
- Ceiling-Mount Design Blends With Interior Décor

The **EWS5912FP** 8-Port Gigabit PoE+ L2 Wireless Management Switch with 2 Gigabit Uplink Ports and 2 Dual-Speed SFP, simplified network configuration, monitoring, and management options along with an easy-to-use Web interface. Locally manage up to 50 Neutron EWS APs and centrally manage wired and wireless networks via ezMaster. Power compatible PoE+ devices such as IP cameras, VoIP phones, and APs.

- (8) 10/100/1000 Mbps Gigabit Ethernet PoE+ Ports; (2) SFP Ports
- 13" Rackmount Supports 802.3af/at PoE & Total Budget of 130W
- 4 Types of In-Switch Network Management Options
- Network Troubleshooting, Monitoring & Email



- **5 Floors, per floor :**  
5 pcs EWS310AP with 1 Switch/Controller EWS5912FP
- **1 Floor, Meeting Room :**  
2 pcs EWS310AP with 1 Switch/Controller EWS5912FP

### **The Results :** *An improved customer experience*

The network provides up to 1400 simultaneous users in their environment. Internet usage is free for 60 minutes and 100 Mbps free of charge, and if users are to use the service permanently, they should pay online.

Internet service provided by Asia Tech hotspot for visitors and shoppers and the quality is acceptable.