



CDW and Cisco Foster Wellness with Wi-Fi 6

Juggling work, family and personal health is made easier through technology, but only if the Wi-Fi connection works.



A national wellness brand, known for its commitment to providing premium member experiences, was facing significant issues due to outdated wireless infrastructure. To remain competitive in today's marketplace, the company needed a reliable and scalable solution to support the demands of a growing customer base and the increasing volume of connected devices. CDW Canada worked with Cisco to develop a tailored solution to enhance the brand's connectivity, streamline operations and set up its facilities for long-term success.

BUSINESS CHALLENGE: Updating Network Infrastructure

- The wellness chain's existing network could not keep up with the demands of its increasingly busy locations, decreasing dependable internet access. The existing wireless coverage was inconsistent across facilities with several dead zones that impacted day-to-day staff operations and customer experiences. The legacy wireless infrastructure also lacked the scalability needed to accommodate future growth. As devices such as smart fitness machines and member apps were integral to the customer experience, the existing setup was unable to keep pace.
- Additionally, outdated security measures left the network vulnerable to potential cyberthreats, risking critical member data and operational integrity. This was further compounded by the lack of centralized tools, which challenged the IT team when managing and troubleshooting the network.

TRANSFORMATION: Understanding Customer Needs



CDW's longstanding relationship with the customer provided the trust upon which a network overhaul was planned, built and implemented. When the brand expressed the need for a solution that both reduced costs and helped them stand out from competitors, CDW identified a cost-effective solution with state-of-the-art network infrastructure that was tailor-made for them.

The process began with the renewal of Cisco Meraki licences. CDW's deep expertise in both Cisco Meraki solutions and the customer's needs translated into an enterprise agreement with predictive pricing, which led to cost savings and competitive differentiation.

"Our deep understanding of the customer's unique needs and of our partner offerings allowed us to provide the perfect tailored solution," said Puneet Duggal, Cisco Practice Lead & Principal Solutions Architect at CDW. "We knew that Cisco Meraki Wi-Fi 6 would elevate the brand's operations and provide the best network experience for their customers and internal staff, positioning the brand for long-term success."

The deployment of Cisco Meraki with Wi-Fi 6 provided fast, reliable wireless connectivity, enhancing the brand's overall customer experience. This included seamless connectivity for apps, streaming services and smart equipment – essential for the wellness brand to properly serve its customers. The high-performance network ensured that the brand's customers experienced minimal disruptions and quality service, leading to an increase in customer satisfaction scores.

Growing with technological changes is key to competitive differentiation. The implementation of Cisco Meraki Wi-Fi 6 ensured the network infrastructure was future-proof and could scale with the company's growth, as well as accommodate emerging technologies.

"Seeing the tangible business outcomes for organizations of all sizes via Cisco Meraki solutions never gets old," said Shawn Hawley, Meraki Segment Lead, Canada at Cisco. "Our Wi-Fi 6 technology provided the brand with the increased capacity and performance necessary to accommodate an ever-growing number of connected devices and bandwidth-intensive applications without compromising quality."

To ensure the updated wireless network continued to run smoothly, CDW integrated Cisco Meraki's cloud-managed platform. This allowed the overburdened IT team to oversee the entire network from a single, intuitive dashboard, reducing complexities and inefficiencies for seamless network management.

The simplicity of the Cisco Meraki solutions, combined with CDW's intimate knowledge of the brand's IT infrastructure, enabled rapid deployment and easy maintenance, freeing up IT resources for other critical tasks.

The brand's IT team was also able to rely on Cisco Meraki+ network solutions to maintain the security of company and customer data. The network's balance of protection and performance with enterprise firewalling, IDS/IPS, URL filtering, malware protection and SD-WAN all work in tandem to protect customers and maintain the brand's reputation.

RESULTS: Preparing for the Future

- **Enhanced Connectivity:** Cisco Meraki Wi-Fi 6's consistent, high-speed connectivity ensured uninterrupted access to apps, streaming services and smart equipment, resulting in measurable improvement in customer satisfaction.
- **Streamlined Management and Operations:** Simplified IT operations enabled fast issue resolution, reduced operational complexity and consolidated real-time monitoring, freeing up time and resources.
- **Cost-Effective and Scalable Solutions:** Cloud-managed solutions and professional services helped minimize upfront investment. CDW's efficient network management provided a cost-effective way to upgrade infrastructure and reduce overall IT operational costs.
- **Improved Security and Capacity:** Cisco Meraki+'s network solutions provided enhanced protection for both customer and company data while futureproofing for scalability and maintaining organizational reputation.

CDW's longstanding customer insights and expertise in Cisco solutions led to the successful identification, integration and management of Cisco Meraki+ network solutions for the customer. Thanks to these enhancements, the brand's network and IT infrastructure now run seamlessly, the IT team's operational efficiency has improved and customers now reap the benefits of uninterrupted services, creating an ideal wellness experience.

Visit us [here](#) to learn more about our Hybrid Infrastructure offerings.

