## WATERMAN

## Executive Summary

### Industry
- Business Services

### Environment
- 5 Buildings
- 1000+ Corporate tenants and 3000+ people daily
- 8000 Connected devices
- 3500 Ethernet ports, 100 wireless access points
- 1.6-3TB Web download traffic per day

### Technology Needs
- Scalable, flexible infrastructure to support diverse BYOD environment and rapidly growing user base
- Automated and secure rapid services provisioning
- Simple to connect and easy to manage network environment

### Extreme Solution Components
- Extreme Fabric Connect™
- Extreme Switching™
  - VSP 7200 Series
  - ERS 4900 Series
- ExtremeMobility™
  - WiNG Access Points and Controllers

### Results
- Provisioning time reduced from 2-3 weeks to 15 minutes
- Enabling rapid business expansion with no increase required in IT admin resources
- Diverse users and devices easily and securely connected

# Coworking Facility Set for National Expansion with Secure Automated Campus Environment

Waterman Business Centres ('Waterman') started its serviced office business in 2016. Waterman has since grown from 20 customers and about 60 people to now catering for more than 1000 businesses while over 3000 people utilise its workspaces and facilities.

That rapid growth is expected to continue, with Waterman planning to double in size nationally over the next few years. Waterman offers its members a premium workspace service; everything from a single desk in a vibrant co-working space, to leased offices and meeting rooms including a turnkey IT environment. The rapid on-boarding and provisioning of new customers, and the ease of support and management of clients on the network are critical both to consumer satisfaction and Waterman's ability to scale quickly.

Waterman currently has three large facilities totalling approximately 17,000sqm available to members in Caribbean Business Park, Chadstone Shopping Centre and Narre Warren, Victoria. Waterman's tenants range from individuals on co-working desks to the national head offices of companies including Lindt, Roll'd, Fujitsu and GE Money.

Waterman offers its members a comprehensive range of technologies in addition to Internet connectivity. Some services include voice/telephony services with contact centre functionality via deskphones or softphones, private VLANs, dedicated IPv4 address ranges, the ability to connect their

own routers and firewalls, dedicated bandwidth, and co-location hosting in Waterman's own enterprise-grade data centre facility.

"Waterman is unique – we're far more than a co-working space and we are not offering the traditional, generic serviced office. For us, it's all about community. We're a space for all business and personality types with a really strong technical offering, a committed service team, and big open workspaces as well as dedicated offices," said Martin Reidy, Operations Manager at Waterman Business Centres.

"Customer experience is key – our members can focus on doing what they do best, and we can help them by keeping it simple and giving them a seamless experience."

"When we set out to design the ideal technology infrastructure to support our business, we thought about the frustrations people have in dealing with a telco. We listed every problem that you might have to face, then built a network that solves all of these problems. We know it's working if people don't notice it, because it means we're as seamless as possible."

## Speed and Simplicity

Deployment speed, security, management ease and scalability were all key criteria for Waterman in selecting Extreme as its network partner. Waterman worked directly with Extreme Premier Services on the design and implementation of a Secure Automated Campus solution based on Extreme Fabric Connect™. This is a standards-based, network virtualisation technology that delivers a simplified, agile and resilient infrastructure across the entire networking framework including mobility. That makes configuration and deployment of new services much faster and easier than conventional network deployments.

The Waterman network core is powered by the Extreme Virtual Services Platform 7200 series and the ERS 4900 family for high-performance, high-density resilient ethernet connectivity, complemented by ExtremeWireless WiNG™ wireless access points and controllers. There are more than 3500 ethernet ports and over 100 wireless access points currently in operation across the Waterman facilities.

To set up the provisioning via its CRM systems and the integration of LDAP directly into Extreme's network access control, Waterman worked with third party developers, who also happened to be its tenants. Waterman can now configure and provision every service a new tenant requires in 15 minutes – which typically would have had a 2-3 week lead time previously – and all of this can be completed by Waterman's front-of-house and reception staff.

"We can on-board and fully provision a new member as fast as we can enter the data in the CRM. We exist for the business owner, and there's nothing a business loves more than hitting the ground running. We do our best to ensure that, and we're succeeding." said Reidy.

## Security and Management

Extreme Fabric Connect allows every new customer to be securely separated yet mobile across Waterman's different sites allowing them to connect to their provisioned services with the same level of access on both wired and wireless networks.

"We are 100% BYOD – our members can bring their own devices, phones, printers and routers. There are no constraints on what devices are on the network," explained Reidy.

To allow for the range of potential devices connecting to the network, the Extreme solution offers multiple layers of security. Not all devices in use by tenants will support 802.1x standards for WiFi, so Waterman offers numerous authentication options for users, rather than just catering for the lowest common security denominator. Extreme Fabric Connect identifies the device type and operating system, then assigns services and security levels automatically based on pre-defined rules and policies. Extreme Networks' wireless fabric capabilities extend the fabric up to the access points for fast WiFi provisioning, seamless user experience and device security moving from wired to wireless.

From an ongoing management and maintenance perspective, Waterman can very quickly identify and resolve any issues, such as device connectivity problems, rogue access points or excessive bandwidth consumption. Extreme's Network Access Control provides a single pane of glass view of the network, with a graphical interface to display any issues. With Extreme's automated tools and automatic provisioning, there is no need for technical intervention and Waterman's front-of-house service team can resolve the complication in most cases. Moves, additions, changes and deletes (MACDs) which used to be done manually, are now all actioned via the graphical interface by front-of-house staff.

"It's a fantastic and truly gratifying sign for us that our members sometimes don't believe that our receptionists can sort out their issue. They're so convinced it can't be that easy, but with the systems that we use, it actually is. Their reactions just mean we're doing something right," said Reidy.

"We're all about flexibility, especially since we're a flexible workspace! We leave it to our members to individually decide if they'd like us to manage their services for them, or if they'd like to handle it themselves. If they ask, 'Can I have a static IP address?' we just flick the switch."

As a result of the automation and ease of management, Waterman has just one part time IT administrator looking after the network.

"With only the savings made on tech resources, we've already achieved a return on the investment in our new Extreme fabric network."

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*"We've already grown incredibly quickly, from just 20 members to 1000 businesses in such a short time, and we're looking to grow by another 15-20 office sites nationally. With Extreme, we've built a foundation that's automated and scalable. There is no way we could have these growth plans in place if we still had a lead time of 2-3 weeks to on-board each new customer."*

**Martin Reidy, Operations Manager, Waterman Business Centres**

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## Scale and Flexibility for Future Growth

"For Waterman, everything is about helping people grow their businesses. We've got a number of community members who began with us on a hot desk, then grew to now having dedicated offices and 30-40 staff. It's so incredible to see," said Reidy.

That customer growth is also reflected in Waterman's own current business trajectory and national expansion strategy. Now, Waterman caters for 3000 people from over 1000 companies and their associates. There are over 8000 devices connected to the network and web download traffic on the network of between 1.6 and 3 TB per day.

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"Back in the early 2000s, there was a great Honda campaign slogan that read, 'Isn't it nice when things just work?' We have been able to achieve that with Extreme," concluded Reidy.

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