

CITITEA Brews Retail Success with Top Shelf Wi-Fi



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- GUOMING LU,
CEO, EXANDS

Overview

AS THE LEADING COMMERCIAL WIRELESS SERVICE PROVIDER

in China, Exands Networks serves top global brands – including President Coffee, Haagen-Dazs, Buick, Chevrolet and Charoen Pokphand Group – delivering high performance, reliable, secure Wi-Fi for retail, hospitality, and public event clients. Among their many retail partnerships is the CITITEA Company, which operates a chain of popular teahouses in Shanghai, Hangzhou, and Changzhou.



Challenge

IN ADDITION TO FANTASTIC TEA DRINKS, CITITEA OFFERS

customers free Wi-Fi connectivity in their more than 40 teahouses. “CITITEA started out using low-cost, low-quality Wi-Fi Access Points (APs),” said Guoming Lu, CEO of Exands Networks. “As the business grew, these ‘version 1.0’ stores started to experience unstable and unmanageable Wi-Fi performance.”

For CITITEA, Wi-Fi connectivity is more than a customer convenience: it is a vital element to the entire customer experience.

“Self-ordering by scanning QR code with smart phones is very popular in China, especially among young people. The Wi-Fi network not only provides wireless internet access for guests, but also connects POS terminals and wireless ordering,” said Lu. As CITITEA prepared for a brand upgrade, they looked for a more reliable Wi-Fi solution, and contacted Exands Networks.



Solution

BEYOND THE CONNECTIVITY ITSELF, CITITEA WANTED THEIR

new Wi-Fi solution to be centrally managed across all stores, completely eliminating the need for local controllers. With a controller-less centrally managed WLAN (Wi-Fi) network, all of the stores would have reliable connectivity without requiring local management at each location. Lu describes the impact on customers of centralized management: “CITITEA is planning to open 2,000 locations over the next two years, of which 200



are brick and mortar stores that feature CITITEA's full brand experience and 1,800 convenient take-away stores. So it is important for the headquarters' IT department to manage and maintain the Wi-Fi networks over all stores centrally - ensuring their security, stability, and performance."

Working with the experienced Managed Service Provider (MSP) Exands, CITITEA selected cnPilot Indoor Access Point (AP) for their Wi-Fi connectivity needs. Depending on the size and layout of each store, one or more cnPilot APs handles CITITEA's traffic, with easy and efficient central management with cnMaestro™ On-premises controller.

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WI-FI INDOOR ACCESS

cnPilot Indoor Enterprise Wi-Fi Access Point Portfolio					
Model	Standard	Frequency	SSID	Max Users	Technology
e600	802.11ac wave 2	2.4 & 5 GHz	16	512	4x4 MU-MIMO
e410	802.11ac wave 2	2.4 & 5 GHz	16	256	2x2 MU-MIMO
e400	802.11ac	2.4 & 5 GHz	16	256	2x2 MIMO

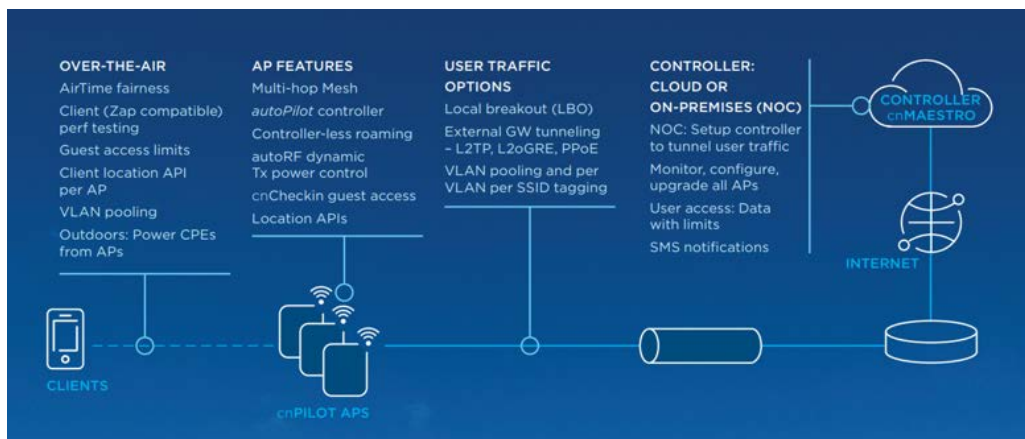


Results

"CITITEA WANTS TO PROVIDE AN EXCELLENT CUSTOMER EXPERIENCE - surpassing the best coffee house chains, and Wi-Fi connectivity is a key component of that experience," said Lu. "cnPilot provides them consistently reliable connectivity at the cash register, speedy customer ordering, and guest Wi-Fi connectivity that satisfies."

"Because the connectivity is centrally managed and can scale, there are additional economies," continued Lu. "CITITEA can monitor the network around the clock, and does not need to hire IT staff to maintain the system in each shop."

"Many customer networks that were installed only a few years ago are showing problems of slow speed or interruptions, which not only impacts guests' internet access, but more importantly impairs the business service quality. After many times trying different technologies, Exands recommends Cambium's cnPilot AP which satisfies our requirements."



About Exands Networks

Exands Networks is a business-to-business wireless service provider that promotes engagement between brands and their consumers. Exands' innovative moves in China's fast-growing information technology market support their commitment to leveraging wireless technology to provide both chain enterprises and consumers with simple, reliable and secured intranet and internet service.