ReadyLinks Improves Customer Experience with Symmetrical Gigabit Speeds Over Existing Copper Infrastructure.

OVERVIEW

The Forum Shops at Caesars Palace, also known as Forum Shops Mall, and Fashion Show Mall are upscale shopping centers located on the Las Vegas strip in Paradise, Nevada. Built in 1980s, both malls combine for over 400 retail tenants, dozens of restaurants & clubs, thousands of digital displays, & over fifty million retail visitors every year. With combined revenue in the billions, these malls represent two of the largest malls in Nevada.

MEETING THE DEMAND

Millions of devices, and thousands of daily, IP-based, transactions mean reliable high-speed bandwidth is a requirement. Because both malls were built in the 1980s, Internet Service Providers (ISPs) servicing tenants at the mall had two options to provide Internet to these retail destinations: run new cabling or use the existing infrastructure.
Installing new cable, referred to as an overbuild, was time consuming, labor intensive, and expensive. Since an overbuild was not a financially sound investment, that meant these providers turned to using existing copper infrastructure, which traditionally translates to connecting via DSL. When compared to pulling new cable, DSL can be deployed in a fraction of the time but, does not support the speed and reliability required for millions of IP connected devices and billions of dollars in transactions.

THE CHALLENGE

1. Providing a reliable, and cost-effective, method of delivering high-speed Internet service to retail tenants
2. Creating a manageable, stamp & repeat model, that can be applied to any application with the same constraints

LUMEN INNOVATIONS - READYLINKS

Since the early 2000s, Lumen Technologies (formerly CenturyLink), through their innovations team, has been working with ReadyLinks Inc., a cloud networking company who manufactures enterprise grade, fiber over copper, equipment. ReadyLinks specializes in manufacturing cloud managed equipment capable of providing fiber speed, and power, over just 1-pair of copper. The ReadyLinks solution set revolves around three key drivers:

1) Purpose Built Hardware

ReadyLinks hardware is capable of providing symmetrical Gig connectivity, and remote power, up to 1,000ft over existing copper infrastructure. ReadyLinks features an expansive product portfolio ranging from modular line card switches, hardened switches, and compact edge devices with varying port density options.
“They bring vast knowledge of cloud managed multi-gigabit networks ... that leverages existing infrastructure”

*Livia Rosu*  
President, HomeGrid Forum

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3) Automated Subscriber Billing and Activation

ReadyLinks offers a web-browser based, no-code required, subscriber activation & billing management platform: ReadyOn.

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**ReadyOn Service Levels**

ReadyOn enables:

- Out-of-the-box instant activation buy flow
- Custom service levels
- Subscriber management
- Custom pricing by location
- No-code, fully customizable
- Native integration with ReadyView
- Automated & recurring subscriber billing

“ReadyOn TM is a zero-touch provisioning solution that allows a customer to be in charge of their service. Lumen is focused on providing the best customer experience it can and ReadyLinks is a valued partner in this effort.”

*Tom Barnett*  
Director of Strategic Innovation, Lumen  
Vice President, HomeGrid Forum

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**INNOVATIVE SOLUTION**

In March of 2018, the Lumen network team tapped ReadyLinks cloud-managed networking expertise to help support the roll out of high-speed connectivity over existing copper infrastructure to two of Nevada’s premier shopping destinations.

The upgrade process was simple: instead of removing any existing cabling, copper technicians simply installed the ReadyLinks equipment right on top of the existing internal wiring in the cable closets. In a matter of two weeks, all tenants in the mall were symmetrical gig enabled. From there, all the technicians had to do was ReadyOn enable the site and wait for subscriptions to roll in, which they did, in record time.

“For over three years now, this solution has worked wonderfully for our customers and helped us win again at some of the most premier retail locations in Las Vegas.”

*Mike Jewell*  
Sr Director Network Service Operations, Lumen

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“...ReadyLinks system has shown significant increases in very competitive markets. Over the last 3 years, ReadyLinks has proven to provide reliable hardware and flawless support

*Dan Roy*  
COO Retired, Stations Casino
RESULTS

3500% Average performance increase across connected subscribers

100% Proven year-over-year revenue growth in MTU deployments

80% Cost savings when compared to pulling new cable

Following the adoption of ReadyLinks and their automated cloud provisioning platform, Lumen has realized significant efficiencies and cost savings across several key business areas including sales, networking, and operations.

“Selling this stuff is like selling water in the desert, everyone needs it”

Michael Puccio
Communications Specialist, Lumen