



Breezy Point Resort adds LTE Carrier Grade Hotspot to their Campground

CUSTOMER:

Breezy Point Resort in Minnesota

CHALLENGE:

Unable to provide Internet Access to their Campground Customers

SOLUTION:

Deploy BEC 6950 LTE Outdoor Router

PRODUCT:

BEC 6950 Industry First LTE .11AC Hotspot Router

APPLICATION:

Remote Internet Access with LTE Hotspot Functionality

MARKET:

Resort, Campground

Executive Summary

Breezy Point Resort, located just northwest of the Twin Cities in Minnesota, offers an escape for those that want to vacation and celebrate in nature. Their remote location and proximity to multiple waterfronts makes it difficult to provide internet access using traditional wireline methods. Breezy Point is utilizing the Industry's first Outdoor 4G/LTE Wi-Fi Hotspot from BEC Technologies.

The Customer

Breezy Point Resort, located just northwest of the Twin Cities in Minnesota is a full service, year round resort on Pelican Lake in the heart of the Brainerd, Minnesota resort country. Established in 1922, Breezy Point has a rich history and has grown to include 250 rooms, cabins and condos, two 18-hole golf courses, a complete boat marina, and three restaurants. From golfing to conference and weddings, the Minnesota resort nestled on Pelican Lake has a wide variety of options for any vacationer's needs.

Breezy Point facilities are meticulously maintained with plenty of amenities to ensure visitors feel at home and have everything they need to have the best vacation possible. One critical amenity is Wi-Fi access, which is no surprise as traveler's increasingly desire connectivity for both leisure and business travel.

Challenges

Breezy Points customers come to the vacation destination to enjoy the remote beauty of nature. While being away from the constant connection of the city is appealing to some, others find themselves in need of connection to keep them relaxed during their getaway. Breezy Point's remote location limits the available

connection options. While copper service is available for traditional land lines, providing DSL internet over that existing copper wire is not reliable due to the condition and physical distance from the central office. Wireline options such as cable infrastructure and fiber are not present nor economically feasible.

Breezy Point is already providing Satellite TV and naturally considered Satellite internet; however, it was deemed not suitable due to cost, performance and susceptibility to connection loss in adverse weather conditions. Staffers noticed visitors using cellular Mi-Fi devices and later discovered that T-Mobile's footprint provides substantial coverage in the area. The decision was made to investigate cellular connectivity solutions for broadband connectivity along with the local guest hotspot/Wi-Fi connectivity and thus, Breezy Point turned to BEC's 6950 Outdoor 4G/LTE Wi-Fi .11ac Hotspot solution.

How Product Helped

As the Industry's first Outdoor 4G/LTE Wi-Fi Hotspot, the 6950 combines two of the latest generation wireless technologies; 4G LTE Advanced (with carrier aggregation and Dual Band 802.11ac Wave 2 WLAN along with Hotspot and Captive Portal functionality. Purpose built for challenging/rugged deployments the IP67 rated enclosure is designed to withstand harsh outdoor conditions, including wind, rain and the notorious Minnesota winters.

The lightweight, unobtrusive design with multiple mounting options support fast deployment and the advanced MIMO antenna technology ensures high performance in LOS (Line of Sight) and NLOS (Non-Line of Sight) locations thus allowing Breezy Point to focus on placement for optimal WLAN coverage and overlap. The 6950 directly address Breezy Point's lack of a wireline alternative for internet connectivity and enable support for the #1 requested amenity amongst their visitors, Wi-Fi Access.

Results

After initially testing one 6950 in a single location, the staff were immediately impressed with the quality, speed and reliability of the service. The deployment of the 6950 has grown to 20 units throughout the resort blanketing the area with multiple hotspots for optimal WLAN coverage. Ultimately, this has resulted in an immediate return on investment. **Breezy is now offering tiered Wi-Fi services, complementary Guest WiFi sufficient for email and basic browsing and a premium (paid) connection for high speed internet, streaming. Additionally, the Captive Portal supports advertisements allowing Breezy Point to sell space to partners and other local vendors.**

Conclusion

The 6950 proved to be the right solution for Breezy Point. In addition, providing secure, high performance, reliable Internet connectivity over T-Mobile's cellular network, the 6950 enables a host of local applications and new revenue generating services.



BEC 6950 LTE Outdoor Router

Free Specialist Advice Available

For more information and advice, please call us at 972- 422- 0877 or email our sales team at sales@bectechnologies.net.