



**City of Daytona Beach,
Florida**

A Case Study



City of Daytona Beach, Florida

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- Grady Meeks, IT Director
City of Daytona Beach

Introduction

The City of Daytona Beach is 54 miles north east of Orlando, 251 miles north of Miami and 78 miles south of Jacksonville. Daytona Beach is a town with many personalities. It is at once the self-proclaimed "World's Most Famous Beach", the "World Center of Racing," and the home of a popular art museum.

About Access Anyplace (AAP) and Pronto Networks

The need of the hour was to provide Wi-Fi service to local businesses, residents and visitors to support economic development and the city's tourism industry. "Till date, about 70% of the area hotels did not have Internet access, wireless or otherwise. Now, all guests at the hotels in the coverage area have Wi-Fi access. And the beach as well!" says Grady Meeks, IT Director for the City of Daytona Beach.

Enter Access Anyplace, LLC (AAP), based in Lilburn, GA, a metro scale Wireless Internet Service Provider (WISP) with Pronto Networks that specializes in providing Wi-Fi to the public in large-scale venues. Using their vast experience AAP has now deployed a wireless network covering 12.5 square miles (refer Figure 1) in the City of Daytona Beach, Florida. "Ours is a robust, proven system that handles mixed-use public and private applications, and one that will grow to meet the city's needs. Our network, combined with Pronto Networks UniFi OSS is delivering service today, and provides a platform for coming applications and services" says

Mark Williams, President of Access Anyplace. Pronto Networks based in Pleasanton, California, provides carrier-class OSS solutions that enables network operators to deploy and manage large public Hotzone networks.

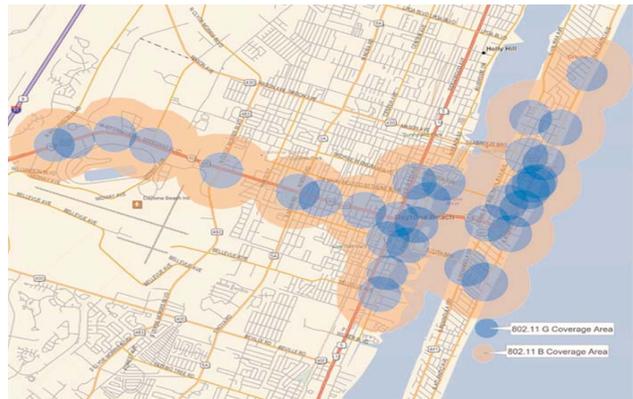


Figure 1: Map showing wireless network coverage in the City of Daytona Beach, Florida

Business Solution

Access Anyplace commenced the project by installing a Tropos mesh network (refer Figure 2) to provide its end-to-end, wireless infrastructure solution, which was tailored for the City of Daytona Beach.



Figure 2: Node on the mesh network covering the City of Daytona Beach, Florida

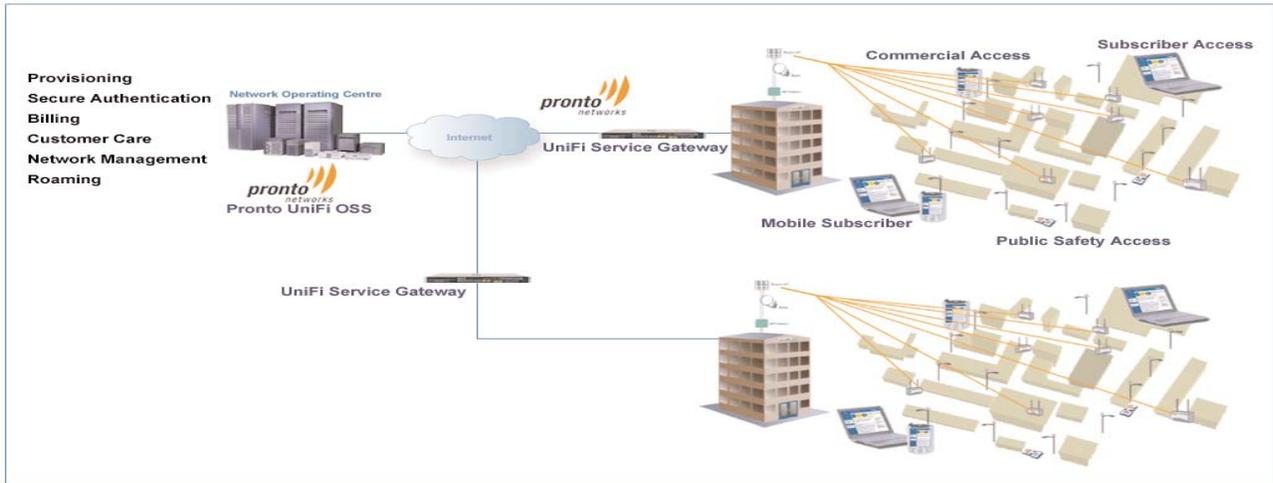


Figure 3. Network Architecture

The robust and ubiquitous public Wi-Fi network provided coverage to the beachside hotels, downtown area, marinas and all the way out to the Daytona Speedway.

The servers necessary to control the user access and management functions were all housed in a central location in the city. Applications were implemented that allowed next generation services such as creation of customized brandable splash pages at the locations and additionally provide distinguished branding within a location; support to set and enforce different bandwidth guarantees for various user categories i.e., visitors, public workers, free users, etc. This ability to provide tiered QoS (Quality of Service) levels to different user groups enables local operators and the city to generate new revenue streams.

More importantly, the City of Daytona Beach hosts a variety of major events throughout its season including NASCAR, Bike Weeks, and Spring Break. Using the current solution, Access Anyplace caters to this demand by providing visitor access with custom plans to access the Internet during these particular periods. The tourist can utilize this facility to check emails, download music, watch movies, play games, send webcasts, create multimedia presentations etc. all at broadband speeds.

Initial service plan offerings are: \$7.95 daily, \$19.95 weekly, \$24.95 monthly subscription. (refer Figure 4). The user can purchase Internet access online using credit cards.

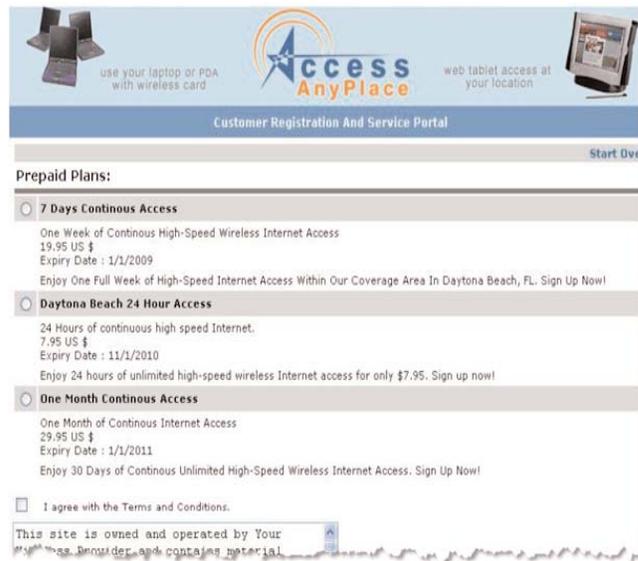


Figure 4: Registration and Customer Portal

Benefits for the City of Daytona Beach

- The city can now make this network available to local businesses, residents and visitors to support economic development and its tourism industry
- Assist hotel managers in increasing occupancy rates and improve customer loyalty

- Strengthen city brand image by using the network for public works
- Public Works employees can get free access using this solution
- Ruthless Preemption, where the service providers can enforce different bandwidth rates for different user categories
- Internet made accessible to public safety officials (police, emergency services, etc.)
- 24x7 Customer Service
- Support for customized services that minimize upfront investment and ongoing maintenance costs

Benefits for Access Anyplace

- Access Anyplace designed and deployed the wireless network covering the entire City of Daytona Beach offering Wi-Fi service to the public
- Revenue sharing with the city for public Internet access

- Can now provide Hotspots within Hotzones to enterprise customers
- Facilitates Location Specific Branding for hotels within the Hotzone
- Can also offer billing options that integrate with a hotel's property management system

The Result

"With 246 full-time and 105 part-time positions in the municipal Government, we needed up-to-the-minute access to our city, state and nation-wide database systems to maintain our commitment to optimal Public Safety. This wireless service provides high performance, reliability and secure access to the users," says Grady Meeks, IT Director for the City of Daytona Beach. "In the meantime, we can provide our visitors with Wireless Internet Access in the city, thus enhancing the utility of their visits to Daytona Beach. Building a wireless data network for Public Access first, allows us to gradually fold in Public Works, and Public Safety users on to this network."



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