



Making Wireless an Indoor State of Mind



▶ American Family Insurance

Insurance Agency Leverages In-Building Wireless Capabilities for Company Growth, Improved Customer Service

As a leading insurer, American Family Insurance (American Family) requires that agents are accessible at all times. Its thousands of customer-facing employees use devices for data and voice communications including mobile phones, PDAs, BlackBerrys, interactive pagers and laptop computers. In order to maintain corporate productivity and provide the best possible customer service, the company sought to ensure that its agents would not miss pages, calls and important e-mails. Specifically, American Family tasked its technology team to find a solution to overcome wireless dead zones throughout the headquarters campus buildings, as well as support future wireless technology such as 3G converged wireless voice and data.

American Family identified the following requirements:

- Campus-wide wireless solution capable of supporting all wireless devices used by premise based employees and visiting employees
- Support for multiple wireless services on a single infrastructure
- Technology agnostic platform with support for today's and tomorrow's wireless technologies
- Scalable to grow with the service needs of American Family
- Support for future wireless LAN (WLAN) deployments

The Solution

American Family formed a task team to conduct a detailed business and technology evaluation of the available in-building wireless solutions capable of supporting existing wireless services as well as future technologies. With existing service contracts with three major service providers for corporate and employee cell phones, the team required that the solution be able to support multiple services and carriers.

It became clear to American Family that the ideal solution was a converged voice and data wireless infrastructure that could support cellular or WiFi voice and data services on a single infrastructure. Of the available technologies, the MobileAccess ModuLite™ was selected for its ability to meet all of the company's criteria for a successful campus wireless solution and to provide support for all existing and future wireless needs. Most importantly, the team found that MobileAccess demonstrated the ability to provide American Family a turnkey solution by managing all crucial aspects of the deployment including interfacing with the Wireless Service Providers, Facility Managers and End Users:

The Company

American Family Insurance is a privately-held mutual company that focuses on property, casualty and automobile insurance, as well as commercial, life and health coverages. The company is the 10th largest provider in the United States.

Challenges

- ▶ Keep agents accessible any time, any where
- ▶ Support multiple wireless devices & services from multiple carriers
- ▶ Overcome wireless "deadspot" areas within headquarters campus buildings
- ▶ Support future wireless technologies

Benefits

- ▶ Provide secure and pervasive enterprise mobility
- ▶ Cost effective, technology agnostic, scalable wireless infrastructure
- ▶ Support for multiple & future wireless services

- Wireless Service Providers (WSPs): After the participating wireless operators were selected by American Family, MobileAccess used their knowledge of each WSP to plan for the wireless voice connectivity, power, signal strength, and coverage issues. MobileAccess insured that this potentially complex coordination between the WSPs and American Family was seamless
- Facility Managers: MobileAccess worked closely with the facility managers to identify the issues associated with each building that could make the installation the least intrusive possible. This included determining what existing infrastructure was available for use to reduce install costs and what aesthetic issues (antenna location, etc.) should be taken into account.
- End Users: MobileAccess insured that the needs of the end user were met. This included understanding basic issues such as usage patterns/locations, as well as more strategic growth issues such as the need for Wireless LAN and paging or public safety. MobileAccess worked with American Family to analyze wireless user profiles and cultivate an in-depth understanding of company's wireless needs for current and future use.

In September 2002, the MobileAccess ModuLite™ installation was complete at the seven buildings that comprise American Family's headquarters. MobileAccess provided a cost effective, technology agnostic and future-proof infrastructure for multiple wireless services to support the company's current and future wireless service needs.

About MobileAccess

MobileAccess Networks is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company's intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The MobileAccess Universal Wireless Network delivers business-quality performance, scalability, security and signal reliability to more than 1000 customers, including Aladdin Resort and Casino, ALLTEL Stadium, American University, Clarian Health Partners, Hearst Corporation, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit www.mobileaccess.com.

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"Because our customers expect our agents and employees to be accessible at all times, reliable communication is crucial for us."

Gary Pierce,
American Family Insurance

