

Trendsetting Sock Company Case Study

Introduction

Stance, a trendsetting clothing company, considered the design of their new headquarters in San Clemente, California especially important. When Stance executives envisioned the company's new space, they pictured an industrial, start-up friendly design built with energy efficient materials. What they didn't understand is that those same building materials would cause dropped calls and poor data exchange problems.

As a modern design company that relies on employee communication and collaboration, as well as high-quality customer service, Stance could not accept anything less than a strong, consistent cellular connection.

The Challenge

Stance's connectivity issues couldn't be blamed on a single provider, their geographic location, or outside signal strength. The solid materials used to construct the company's new two-building headquarters solely caused the problem.

Building materials so popular with modern businesses, like concrete, brick and glass, can deflect and distort cellular signal waves. If businesses want to strike a balance between contemporary, energy-efficient construction and cellular connectivity without breaking the bank, they must boost incoming cellular signals with a solution like a passive distributed antenna system (DAS).

The Solution

Stance contacted WilsonPro dealer BlueCable Networkx to engineer a solution.



CASE STUDY

The complete passive DAS designed by BlueCable Networkx incorporated a donor antenna on the roof to capture the cellular signal, a bi-directional amplifier (BDA)—or cell phone signal booster—and repeating dome antennas placed throughout the building. This system achieved enhanced, carrier-agnostic cellular service throughout the two separate buildings that comprised Stance headquarters.

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The Results

With a WilsonPro passive DAS, Stance achieved improved cellular connectivity in the company's new headquarters and enhanced internet redundancy, all without compromising the design of their building or their budget. These improvements eliminated dropped calls and facilitated employee collaboration, enabling optimal customer service and product development.

In addition to a cellular connectivity solution, BlueCable Networkx worked with Stance to achieve maximum internet service redundancy.

In order to maintain connectivity, Stance utilized a three-tier network comprised of a main fiber connection, a secondary cable internet connection and an internet failover device configured through a Cradlepoint router. With BlueCable Networkx, Stance added an additional layer of redundancy with the newly installed passive DAS. Specifically, the new system provides a cellular data failover connection designed to kick in through Cradlepoint in the event that other Internet options fail.

