



## CASE STUDY

# FLORIDA BLUE USES 7SIGNAL TO OPTIMIZE WI-FI USER EXPERIENCE IN HQ, REGIONAL OFFICES AND RETAIL STORES

Florida Blue (Blue Cross and Blue Shield of Florida) is Florida's largest and oldest health insurance provider. From their magnificent HQ at Deerwood Campus Parkway in Jacksonville, they serve millions of policy holders in and around Florida with a selection of group and individual health plans and insurance policies.

### Florida Blue

- 6500+ employees
- 7 Building HQ campus, 3 Regional offices, 28 Centers
- 900+ Cisco 3800 Indoor APs, 30+ 1572 Outdoor APs
- Citrix, Database, Conference center, Guest access
- ~100 Sapphire Eye sensors, 100 Mobile Eye licenses

### Benefits Realized

- Enterprise-wide WLAN visibility
- Resolved obscure iPhone, iPad roaming issues
- Tuned new Regional office performance before go-live
- Isolated broadband problem falsely blamed on Wi-Fi
- Able to set and honor Wi-Fi performance KPIs
- Improved Wi-Fi user experience
- Reduced helpdesk calls

## THE PROBLEM

Wi-Fi at Florida Blue began as an employee convenience, never a strategic corporate resource, and remained so for a very long time. In the highly regulated world of healthcare insurance, cybersecurity is paramount, and such caution toward Wi-Fi and personal mobile devices is quite the norm.

But with growing demands from the retail division and from executive users, by 2017 the security-conscious IT team cautiously embraced corporate Wi-Fi, and began to issue corporate laptops, iPads and iPhones to executives and other managers. Still personal devices remain limited to Guest SSIDs with no access to corporate data or services, only a throttled lifeline to the Internet.

Florida Blue continues to expand. Adding regional offices and rolling out 28 neighborhood centers where policy holders can get insurance advice, wellness education, health assessments and various health and nutrition programs. The ever-changing network – wired and wireless – was becoming too much for existing resources.

Florida Blue runs a high security, high availability all-Cisco network. The Wi-Fi includes multiple High Availability controllers and over 900 Cisco 3800 series indoor access points (APs). 600 of the APs are at the Deerwood HQ campus. Where 30 outdoor APs also provide access for users between campus buildings.

From front-office to back-office, the network team always wanted users to get the best possible experience. But it was proving hard to stay on top of the Wi-Fi. Complaints were on the rise. "We simply didn't have the time or the Wi-Fi skills to troubleshoot every Wi-Fi problem," said Senior Network Engineer, Jean-Pierre Comeau. "It was time to bring in better tools and an experienced Wi-Fi engineer to take charge of the Wi-Fi."

## THE SOLUTION

Enter Michael Workman, a Wireless Network Engineer with 17 years of experience in Wi-Fi. With 600 APs across the 7-building Deerwood Campus, plus 300 more in 30+ regional offices and neighborhood centers, there is a lot to manage.

The team needed visibility of the user experience and 7SIGNAL's Sapphire Eye™ provided it from every angle. 7SIGNAL's Sapphire Eye sensors were first implemented to troubleshoot sluggish Wi-Fi complaints at a regional center.

The product quickly showed a return. Because Sapphire Eye monitors both the wired and wireless networks, the root cause turned out to be the broadband connection. "We badly needed this level of visibility," said Workman.

With almost 100 Sapphire Eye sensors now in service, the network team can see into every corner of the facility and pinpoint problematic clients with ease. With settings to trigger alerts if any performance metrics deviate from pre-defined thresholds, Workman can go about his day, confident users are getting a great experience.

The Florida Blue IT team has also rolled out 7SIGNAL's Mobile Eye™ agent which gathers performance data from end user's mobile devices as they roam through the campus. For now, Mobile Eye holds most promise for the service desk. Support staff can ask users to download it troubleshoot their Wi-Fi performance on the spot.

***"Wi-Fi doesn't run itself! It must be monitored and managed. 7SIGNAL makes that easy."***

***-MICHAEL WORKMAN, WIRELESS NETWORK ENGINEER***

## THE RESULTS

Using the 7SIGNAL platform alongside other tools including one of his personal favorites: controller debug traces, Michael Workman has successfully isolated and solved all manner of Wi-Fi issues. From dropped sessions, roaming between meeting rooms, to ensuring wireless performance is beyond expectations at new sites.

"7SIGNAL gets to the root cause of wired and wireless issues quickly which allows me to stay on task with more strategic projects," added Workman. "If I had all the time in the world, could I solve all issues with the Wi-Fi. But with 7SIGNAL, I can triangulate the problem and solve it in one tenth the time. Sapphire Eye provides a better visualization of the user experience than any other tool."

For the roll out of the 85,000 Sq. Ft. Jacksonville Regional Office, Sapphire Eye probes were designed into the network from the outset. This helped the team optimize the install right away, adjusting AP positions and finally setting a new bar in Wi-Fi quality in a new building deployment.

With Sapphire Eye running continuous passive and active tests on the WLAN, engineers eliminated coverage holes and tune performance, long before anyone moved in. "We made sure its 500 new users had terrific Wi-Fi signal anywhere in that building, from day one," added Workman. "More tuning will be needed, as usage patterns emerge, of course and I can count on 7SIGNAL for help."