

# client SUCCESS STORY



## 2014 SC EdTech Conference



### PROJECT PROFILE

In the fall of 2014, A3 Communications worked with the South Carolina Association for Educational Technology (SCAET) to provide a seamless wireless networking experience for participants of the annual SC EdTech conference. A3 installed Aruba Wireless access points to expand and strengthen the signal at the TD Convention Center in Greenville, South Carolina.

### THE CUSTOMER

SCAET's South Carolina Educational Technology Conference (SC EdTech) is the state's premier educational technology conference. Providing educators with diverse workshops, presentations, speakers and exhibitors since 1997, it is essential that the conference can manage the Internet expectations and needs of all attendees.

### THE CHALLENGE

In 2013, the TD Convention Center had eight outdated, non-ac-compliant access points installed in their 370,000-square-foot facility. At that point, SC EdTech did not foresee the 1,000+ attendees exceeding the available amount of bandwidth.

With such a limited, weak signal to provide Internet, the growing use of multiple personal devices further diminished network strength, resulting in an unprecedented number of complaints, both during the event and within the conference evaluations.

### THE SOLUTION

Following disappointment with the dismal wireless experience during the 2013 event, conference planners partnered with A3 Communications to upgrade the TD Convention Center's Internet connection and wireless infrastructure for the 2014 meeting.

To provide attendees with a powerful and rapid connection, A3 expanded the pre-existing Aruba Wireless network by deploying 17 new AP225 802.11ac-compliant access points for the 120,000-square-foot venue space (70K for the exhibit hall, 30K for the ballroom and 20K for breakout sessions). Throughout the event, A3 and Aruba Wireless representatives remained on-site to monitor the conference's usage and ensure proper bandwidth through Aruba's network management system, Airwave.

### THE RESULT

Participants were quick to notice improvements, Tweeting and sharing their opinions of the enhanced wireless experience. Hearing nothing but praise, SC EdTech organizers were pleasantly surprised to discover that, out of nearly 1,200 registered participants, 1,922 unique devices has connected to the infrastructure at one point.

Although a new location will house 2015's conference, SCAET continues to consult A3 to ensure the presence of ample wireless to support attendees, while exceeding their expectations.

### CLIENT TESTIMONIAL

"The feedback about the wireless compared to the year before was night and day! With A3 Communications' help, the Internet ran perfectly smooth and we didn't have a single issue for the three days of the conference. We are immensely grateful to A3 for working with us and providing such a fantastic wireless experience! I could not be any happier with how helpful and professional the A3 staff was last year and continues to be this year. I will forever praise A3 to anyone who asks me about IT solutions!"

Ms. Jami Boone, *Executive Director*  
PO Box 7907 • Columbia, SC 29202  
Email: [jcassidy@scaet.org](mailto:jcassidy@scaet.org)

[www.a3communications.com](http://www.a3communications.com)

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