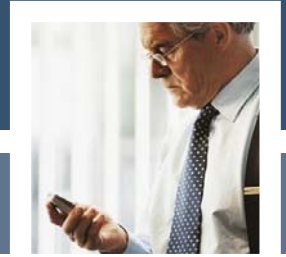


Helping Financial Services Make Wireless Work Indoors



At-a-glance

Company Description

A multi-national financial services organization that serves the financial needs of corporations, governments and municipalities, institutional clients, and high-net-worth individuals.

Industry

Financial Services

Business Challenges

- Overcome wireless signal loss inside the building to enable the use of wireless devices
- Reduce operational costs of managing and maintaining the wireless network
- Minimize downtime associated with outages in wired phone systems

Benefits

- Universal in-building wireless platform scales to support multiple wireless operators and services
- Tunable network components stored in secure, easily-accessed wiring closets
- Proven and reliable redundancy architecture automatically assures coverage should an Access Point fail

Case Study: Lehman Brothers

Leading Financial Services Firm Deploys In-Building Wireless Distribution System For Superior Wireless Coverage Inside New Building

The Challenge

Global investment bank Lehman Brothers, like its financial services competitors, puts a premium on increasing client loyalty and wants to ensure that its customer-facing personnel are easy to reach and can access critical information to resolve issues in an expedient manner. As a result, many employees regularly use cellular phones, pagers or BlackBerry devices.

Yet when the company moved some departments to a new building in metropolitan New Jersey, employees found that their wireless devices did not work inside the building because the construction materials, particularly the reflective glass, weakened or blocked the signals altogether.

Additionally, as the company began to implement and install access points (AP) to support wireless LANs, security and operational concerns began to arise, including the need to prevent seepage of wireless signals outside the building, safeguard expensive network equipment, and minimize any disruption to the network or public spaces should additional APs be required or if one fails.

Ed Coffey, Lehman's Vice President of Mobile Engineering, originally sought a signal distribution system to address the cellular coverage issues inside the building. Given that no designated wireless carrier supported the cellular phones, pagers and BlackBerry devices used by the company's large employee base, Coffey required a solution that could support multiple operators. Yet as he explored possible solutions to address Lehman's in-building cellular needs, Coffey broadened his scope to include a solution that could also propagate and manage the 802.11 wireless data service.

The Solution

Coffey's team identified and deployed the MobileAccess universal wireless platform to provide enterprise-class coverage for the multiple wireless voice and data services used at Lehman's New Jersey complex. The solution offers the company a flexible infrastructure with support for current and emerging wireless technologies.

The in-building wireless network currently supports AT&T Wireless, Cingular, and Verizon Wireless cellular services as well as paging. Additional operators can be turned



Helping Financial Services Make Wireless Work

“The real driver was cellular,” he emphasizes. “The new construction was killing BlackBerry coverage. Once the platform was in place, we found we could add [Wi-Fi] to it incrementally for very little money.”

Ed Coffey
Vice President of Mobile Engineering
Lehman Brothers

up by simply installing a service module to the pre-existing platform; no new cabling is required and there's no disruption to public areas.

After its voice requirements were met, Lehman's Coffey decided the same platform could be used to distribute its Cisco-based wireless LAN (Wi-Fi) signals. In the MobileAccess architecture – as opposed to the typical method of Wi-Fi implementation in which APs are placed throughout public spaces – APs reside in a locked telecom closet. Lehman benefits from this approach because expensive APs are secure from theft or tampering, and network managers can easily install or replace APs without disrupting public work areas.

The MobileAccess solution also provides intelligent control and redundancy features. For instance, Coffey can tune the power levels of each antenna to the edge of a window so that signals do not extend outside the building. Plus, the solution enables an AP redundancy feature such that should an AP fail, the system automatically associates a reserve AP with whichever antenna in the building requires it.

Having fulfilled Lehman's requirements through its successful implementation at its new facility in Jersey City, Coffey has begun to install the MobileAccess universal wireless platform at the company's other locations.

About MobileAccess Networks

MobileAccess Networks (www.mobileaccess.com) designs, manufactures, and markets a universal wireless solution for in-building wireless voice and data applications. The MobileAccess universal wireless solution provides an adaptive infrastructure with exceptional support for current (cellular/PCS, Wi-Fi, etc.) and emerging (3G, WMTS, LBS, etc.) wireless service and application needs. MobileAccess products guarantee business-quality performance and reliability and give enterprises, hospitals, and building owners the ability to leverage their wireless devices (cell phones, BlackBerrys, PDAs, laptops, 2-way radios) and applications wherever necessary to conduct their business more efficiently and cost-effectively.



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