



Arinda Internet
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Case Study

Panthers Entertainment Group

Public internet and POS wireless mesh network

Penrith Panthers
123 Mulgoa Road
Penrith NSW 2750

Panthers Port Macquarie
1 Bay Street
Port Macquarie NSW 2444

Business profile



Since its inception to support Rugby League in 1954, Panthers has grown from one site at Penrith into a club with 14 licensed sites across NSW. It is known as the Panthers Entertainment Group (PEG) and has around 150,000 members. Each of the amalgamated clubs continues to reflect its original purpose and tradition; and supports its community not only through CDSE and non-CDSE funding, but also through the provision of essential amenities and services.



Port Macquarie Panthers is a community focused social club with a proud history stretching over 63 years. They employ 150 local people who are the heartbeat of our community, who passionately strive to deliver the best in customer care through our entertainment, promotions, sports and leisure activities. The Club boasts the largest and most amenable concert venue in Port Macquarie and attracts International and Australian artists.



Whether you want to eat, drink, stay or play, the newly renovated Penrith Panthers is Penrith's hottest venue, offering a range of onsite activities including cable skiing and wake boarding, golf, aqua golf and even an amusement arcade for the young at heart, plus easy access to nearby white water rafting, bushwalking and canoeing.

The Business Requirement

Penrith Panthers approached Arinda Internet because they wanted a wireless networking solution that could deliver automated free internet access for the public, as well as internet services for their conference and function rooms, and a wireless network for their POS hand-held devices to allow wait staff to roam the clubs and take food and beverage orders from members and their guests.

These key business requirements would benefit the clubs by attracting new members, by better servicing existing members, and by streamlining in-house procedures for restaurant and bar staff.

Equipment Supplied by Arinda Internet

Arinda supplied a wireless mesh network solution to deliver 3 wireless networks with 100% floor coverage across each club location. The solution included:

1. A Surf Easy Internet Access Controller to act as the primary hotspot authentication and accounting gateway.
2. Multiple Surf Easy Indoor Extreme Wireless Hotspots (with 3 wireless cards in each AP) with discrete ceiling mounted antennas.
3. An Internet Content Filtering Service to block pornographic and other inappropriate websites.
4. Access to the Surf Easy Web Portal for remote management and reporting.



Arinda's Solution

Arinda's hardware and server based solution delivers the following key services to the Clubs:

1. An automated free-use public WiFi internet access service
2. Password-protected wireless internet access for conference and function rooms
3. A wireless mesh network for hand-held wireless waiters for the in-house POS system

The ceiling mounted wireless access points (WAPs) have been placed in all of Panthers catering outlets that are spread across three different floors. The WAPs have been strategically placed to provide a continuous/overlapped signal across all catering outlets, allowing customers to move between the various outlets whilst maintaining a constant signal. The three floors have been joined together into a single network via a switch on each floor that is directly cabled to the central IAC unit. This approach was taken as the size of the club prohibited a direct cable from each WAP to the IAC as these would exceed the 90m limit on data cabling.

The user connection process

The real advantage of Arinda's system lies in the automation. Users are able to connect to the service at anytime, anywhere within the Clubs, without needing any assistance or interaction with staff.

Members and their guests simply connect to the wireless signal from anywhere in the Club. When the user tries to access the internet they get automatically redirected to the logon pages.

The free public WiFi system automatically gives each new user 3 hours and 100MB of internet access. This free credit automatically resets itself every 6 hours.

The system automatically identifies each device, and automatically tracks their usage. The user is immediately disconnected if they reach either their time or download limit.

And because the credit automatically resets, it encourages the user to return to the club time and time again!

This is a free internet service. Click the connect button to the right to start your free internet session.

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- 08 WN \$14,000 TONIGHT!
- 09 Bonsai Show

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PORT PANTHERS WIFI

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Usage and results

Over 10,000 unique users have logged on to the service since it was installed. Across the two clubs the free public wireless system is averaging 2000 unique users per month, who together use over 1800 hours of internet and approximately 44GB of data every month. The average user stays connected for 30 minutes.

Over 60% of all users connect using their iPhone, with a further 35% being made up of Android, iPods and iPads.

Not only does the free wireless internet attract new customers and members to the Clubs, but it also better services existing members to help improve customer loyalty and satisfaction.

One of the key features of the wireless internet service at Panthers is the overlapping mesh signals that cover the entire Club, which allows guests to roam around with their iPhone or iPad without ever losing connectivity.

Contact us

Are you interested in a similar solution for your venue? Contact Arinda today on 1300 882 780 or email sales@surfeasy.net.au.