



— CASE STUDY

Smartaira remains at the cutting edge of multi-dwelling property services with Zayo's support

Overview

From its inception, Smartaira has equipped multi-dwelling units (MDUs) with the amenities residents seek the most. Founded in 1973, Smartaira got its start in the laundry industry, installing and maintaining in-building washers and dryers in MDU buildings. From those early days until the turn of the century, in-building laundry was the amenity residents asked for most.

When MDU residents' interest shifted from laundry to TV, Smartaira shifted, too. Since 1998, Smartaira has supplied MDU customers with premier video via DIRECTV. In 2013, once again responding to demand in the market, they shifted to Internet as the focus of their offerings.

Today, MDU residents list WiFi as their top priority when choosing where to live. This need became particularly heightened during the pandemic when the workforce switched from in-person to remote overnight.

"Today's MDU customer is looking for increased capacity, frictionless, zero-touch customer onboarding and highly reliable and scalable infrastructure," says Brian Wolverton, CTO at Smartaira, "We plan to continue to meet and exceed customer needs with our offerings."

The current trend in MDU Internet connectivity is bulk Internet. This offering makes Internet less expensive for the MDU end-users, versus purchasing it retail. The owner of the property benefits from a higher return from ancillary revenue and an increased building value while customers benefit from move-in ready, no-hassle Internet connectivity – a win-win. Smartaira manages bulk Internet from end to end, aiding MDU customers at every step of the journey.

In order to continue offering the amenities MDU residents want and need most, like Internet, Smartaira needed to partner with an equally agile tier-1 fiber network.

Partnership Benefits

- 100G connectivity across multiple data centers in various markets
- More than 700 miles of diverse metro fiber connectivity to support over 30,000 units
- 99.999% Internet availability thanks to Zayo's deep, diverse, resilient network design
- Sub-5 milliseconds latency for high-performance network connectivity



The Solution

Zayo Fiber

Thankfully for Smartaira, Zayo can supply the extensive, resilient fiber backbone needed to power its Internet service offerings – now and in the future.

“With Zayo’s fiber, we’re able to deploy a scalable, high capacity, highly reliable network architecture which is critical for our business,” says Wolverton, “This helps to bolster our reputation in the industry as a best-in-class Internet service provider.”

From the beginning of the partnership, Zayo has been a dedicated fiber provider for Smartaira. Both the team at Zayo and the team at Smartaira share a dynamic mindset and align on expansion efforts across the nation.

“Zayo’s partnership has done a lot for us. For one, it enables reach and symmetry across every major market in our national footprint, this means wherever we want to go, we know Zayo’s fiber will be there to support our offerings,” says Dan Terheggen, CEO at Smartaira, “Zayo enables flexibility of our products, helping us extend our reach beyond major metro areas without sacrificing quality.”

While Zayo’s fiber network has proved a valuable asset to the team at Smartaira, Smartaira has been a key partner for Zayo, too. With access to more than a thousand rooftops, Smartaira helps expand Zayo’s connectivity footprint in key areas such as downtown LA where fiber builds are restricted.

By leveraging Zayo’s long-haul and metro fiber networks, Smartaira will be able to expand in new markets and enable MDU residents to enjoy the benefits of their managed WiFi offerings.



Looking Ahead

While bulk Internet is the hottest trend in the MDU space today, community-wide managed WiFi has gained significant traction and looks to be the next evolution in the market. This offering takes MDU connectivity to the next level – and Smartaira aims to be a leader in this revolutionary technology.

Managed WiFi takes Internet connectivity a step further than bulk Internet by bringing residents high-quality Internet access anywhere on the property. This technology is currently expensive and sophisticated, but the team at Smartaira believes managed WiFi is not only viable, it is poised to overtake the market.

In order to enable next-generation technology, Smartaira needs a forward-thinking connectivity partner to provide the fiber foundation needed to power it. Everyone in the community needs to be on the same infrastructure for managed WiFi to work, and Zayo is supplying that infrastructure.

“We plan to continue expansion into new markets and verticals with the help of Zayo,” says Terheggen, “Zayo will be a key player in assisting us to develop a cutting-edge national network while staying ahead of the competition in speed and reliability.”

Aside from continuing its legacy of offering what’s next in MDU amenities, Smartaira, bolstered with Growth Equity Investment from SDC Capital Partners, is primed to continue expanding with acquisitions across the nation. Regardless of the changes in technology in the future, residents in properties equipped with Smartaira technology can expect to always enjoy best-in-class Internet services.



Why Zayo

Why Smartaira chose Zayo



SERVICE DELIVERY & RELATIONSHIP.

Zayo maintains a positive relationship with partners by providing top-tier connectivity services.



FIBER PLACEMENT & KNOWLEDGE.

Extensive and strategic long-haul and metro fiber networks across the U.S. and beyond.



LOW LATENCY.

Network performance that beats others by 10-20% in speed.



GROWTH MINDSET.

Zayo is always looking ahead to what's next and providing the solutions needed to power the future.

Find out more about what's next in Internet connectivity.

Learn more about Zayo: zayo.com

Learn more about Smartaira: smartaira.com

About Zayo

Zayo Group Holdings, Inc. provides mission-critical bandwidth to the world's most impactful companies, fueling the innovations that are transforming our society. Zayo's 160,000-mile network in North America and Europe includes extensive metro connectivity to thousands of buildings and data centers. Zayo's communications infrastructure solutions include dark fiber, private data networks, wavelengths, Ethernet, dedicated Internet access, and data center connectivity solutions. Zayo owns and operates a Tier 1 IP backbone and through its Cloudlink service, Zayo provides low-latency private connectivity that attaches enterprises to their public cloud environments. Zayo serves wireless and wireline carriers, media, tech, content, finance, healthcare, and other large enterprises. For more information, visit zayo.com.