



“We have over 100+ WiFi devices and we haven’t seen any slowdown [with Orbi Pro]. It’s really impressive.”

CEO, Alley Group

Company:

Alley Group

Size:

Digital Marketing Agency

Website:

www.alley-group.com

Location:

Sydney, Australia and
Los Angeles, CA, USA

Digital Marketing Agency builds better customer relationships with Orbi Pro.

ABOUT

Alley is a Digital Marketing Agency headquartered in Australia with an office in Los Angeles, CA, USA. This small and mighty agency prides itself on building strong partnerships with their clients. Many of them are located around the world, thus, consistent and deliberate communication is a high priority. CEO Nick Lavidge, sat down with NETGEAR to share Alley’s journey to full coverage and fast WiFi.

CHALLENGE

Lavidge explained once during an important presentation, the WiFi dropped. The meeting had to take a pause while the Alley team and their customers shuffled into a different room with a direct internet connection. To wrap up the presentation they were all huddled around a desk and Alley was lucky enough that their clients understood the embarrassing situation. Yet, Alley, like many professionals would rather avoid any more issues that could damage their reputation than to test their luck again.

Not only did their WiFi drop often, but both of Alley’s offices (Sydney and Los Angeles) struggled to get it to reach all corners of their building. They were using a powerful home WiFi router, but it wasn’t enough to reach the other end of the office. Thus, leaving the conference rooms on that side often empty and a complete waste of space.

To run their business, Alley realized it is imperative to have strong, reliable WiFi with no dead spots covering approximately 3,000 sq ft.

SOLUTION

After a brief on Orbi Pro for a campaign, Alley was amazed by the benefits the product could provide for their own business. Orbi Pro was the WiFi solution they needed: speed, separate networks, easy monitoring, etc. They immediately got their hands on an Orbi Pro and the best of it was that they could install it around the office themselves.

Set up was a breeze and to the point. Especially since Lavidge has the home Orbi system, it made the installation even quicker.

Alley’s Sydney office noticed the difference in their WiFi instantly. Video conferencing across the office were now flawless without awkward drops. Conference rooms are being utilized to their fullest potential since it eliminated all dead zones. Screen sharing is now seamless and done with ease. Orbi Pro was so loved that they soon installed it in their LA office.

“Everything works as planned”, says Lavidge. “The only time you think of WiFi is when it’s holding you back, with Orbi Pro I don’t think about WiFi anymore. I also like the design and the nice blue glow.”

Lavidge later explained that in the long run, Orbi Pro has him saved lots of time and money as productivity increased throughout Alley. Because of better WiFi, they no longer have to troubleshoot WiFi issues or deal with embarrassing conference calls. Regardless of how many devices are on their network, Alley can now worry less about their WiFi and more on building their business.

