



Join™ Deploys Smart Building Cloud in Record Time for Inaugural Dock 72 Event

High-Performance Wireless Connectivity was a Must for CREtech

CREtech serves a tech-savvy, connected audience and brings together the commercial real estate and technology sectors to drive new innovations.

Dock 72, a groundbreaking new development in Brooklyn, was the ideal conference setting. There was one big challenge: Since the venue had not yet been built out, there was no existing infrastructure for data or voice services for the 2,000+ expected conference attendees. Furthermore, the building didn't yet have reliable mobile service from major carriers. The CREtech organizers needed to quickly find a solution.

A New Approach to Digital Services Deployment – From Months to Weeks

It typically takes six months to bring fiber to a new building and install the infrastructure needed for common area wireless and other digital services. This increases costs and wastes time for owners, operators and tenants. Since the Join Cloud is a secure, nationwide private network infrastructure managed by Join, it's much faster to deploy.

Anatomy of Speed, Security and Performance

From the date the agreement was signed, Join:

- ⊕ Established fiber to the Dock 72 building
- ⊕ Connected to the Join Cloud
- ⊕ Installed network switches and wireless access points
- ⊕ Configured the conference digital services
- ⊕ Brought the Join Cloud live
- ⊕ In less than three weeks.... with 6 days to spare before the conference



850+ Peak
Simultaneous Users



905Mbps ↓ Peak
Bandwidth Utilization



125Mbps ↓ Average
Bandwidth Utilization



115Mbps ↓ **175Mbps** ↑
Peak Avg. Bandwidth/User

Normal conference providers allocate 10 Mbps per 100 users. Join's uncapped, unthrottled model allows users to consume the bandwidth they need, when they need it – even under heavy load.

Highlights

- » Installed and brought live a wireless and wired network in under three weeks.
- » Provided high-performance, reliable data, internet and mobile phone connectivity to conference attendees.
- » Improved security, protecting data for attendees and exhibitors.
- » Established on-demand smart building cloud for infrastructure and tenant digital services.

ABOUT DOCK 72

Dock 72 is one of the largest NYC ground-up developments to be built outside of Manhattan in decades. The 675,000 square foot building is revolutionizing the 21st-century work environment with innovative and collaborative workspaces, state-of-the-art amenities and breathtaking panoramic views.

ABOUT CRETECH

CREtech is where the commercial real estate industry comes to discover all things tech. CREtech connects the commercial real estate and tech sectors, bringing a new age of innovation and growth to the industry.

Reliability, Performance, and Security

The Join Smart Building Cloud provided wireless and wired internet access and mobile calling to more than 2,000 CREtech attendees in a 27,000 sq. ft. space on Dock 72's tenth floor. Guests, exhibitors, and organizers used the Join Cloud high-performance network services for software demonstrations, to access mobile services, and gain first-hand experience with the Join Cloud.

Unlike the notoriously slow and unreliable networks at most conferences, the Join Cloud for Smart Buildings offered a completely different experience. Join delivered unlimited bandwidth for the conference and continuously monitored network activity to add more capacity as needed. Because the Join Cloud is architected to support mission-critical tenant applications and building systems, it offers greatly improved resiliency with redundant fiber, network switches, and internet.

The Join Cloud also significantly bolstered network security. Only authorized users and devices were allowed access to network resources, and attendees couldn't see anyone else's devices.

The Building of the Future

The software-defined Join Cloud can be instantly expanded for use by Dock 72 building operations and tenants. For example, building systems such as access control, security cameras, environmental monitoring, or occupancy sensors can be easily added to the secure Join Cloud to reduce exposure to hacking. New tenants can move in faster and eliminate capital costs, bypassing a traditional IT buildout by subscribing to the Join Cloud for Smart Workplaces. Dock 72 may even choose to offer move-in ready Spec Suites that are already set up for internet access, VoIP, and other digital capabilities.

"Dock 72 is a showcase for the future of work," said Join Founder and CEO Karl May. "We were excited at the opportunity to provide instantly scalable services for both tenants and building operations for this new facility. The secure, high-performance wireless that conference participants enjoyed demonstrates the great experience and helps Dock 72 stand out from other class A office space."

