

## Bringing an iconic Florida attraction into the 21<sup>st</sup> century

Who do you call when you've got 110 acres of alligators that need wireless Internet? Spiderhost, of course!

### Who's the client?

Central Florida's alligator capital of the world, Gatorland! Founded in 1949, this 110-acre theme park and nature conservatory bills itself as "Orlando's only Theme Park with Bite and Attitude." In one day there people see more natural Florida flora and fauna than they would in a month anywhere else in the Orlando area.

### What did they need help with?

After a 2006 fire destroyed the 69-year-old theme park's "gaping gator mouth" main entrance and gift shop, Gatorland embraced the opportunity to incorporate Wi-Fi in the rebuild.

The new \$4 million dollar gift shop and admissions complex plan called for a wireless solution to improve the park's operations and point-of-sale system. Each credit card transaction was taking up to a full minute to process, and that just wasn't acceptable.

They also wanted a wireless network to augment a secondary income stream: before- and after-hours access for photographers. These folks needed a wireless network to send the images they capture via e-mail.

### How did Spiderhost help?

We worked with their local network company, AOK Networking, to integrate Gatorland's existing network with the complex routing configuration that the new system called for. Over the course of the project we provided the gamut of services: consulting, equipment purchasing and installation, and support.

There were even times when we were on 12-foot ladders hovering above gator pits to get the new, more secure, and highly reliable network installed and the Wi-Fi component operating smoothly. Check out the diagram to see the coverage area:



### What was the Spiderhost process?

First we did a site survey to determine what kind of equipment and power was necessary to successfully complete the project. Then we ordered the components, and when they arrived we spent two days on site setting up and testing the network.

Timeframe for the project was five weeks from initial quote to operating network – just in time for their big 60th anniversary celebration!

### The Results

Immediate results were a smashing success. The opening weekend of their anniversary year went off without a hitch – no hiccups on the wireless and the POS system worked like a charm!

The wireless network continues to quickly process sales and has built-in capabilities for reporting and real-time inventory – it's a real time saver! And photographers and guest alike are enjoying the free wireless Internet access, which extends throughout the park.

One of the biggest successes has been with the web cams throughout the park. Now people worldwide can drop in for a virtual visit with Florida's natural wildlife!

Bob Knoerzer, president of AOK Networking, manages on-site network administration for the iconic theme park. "We needed a trusted partner to build the wireless network and help integrate it into Gatorland's existing IT infrastructure. Having worked with Spiderhost on a number of innovative IT projects in the past, we knew their wireless expertise made them the obvious choice for this project." And we delivered.