

## >> Babson College



*Babson College, recognized internationally for its entrepreneurial leadership in a changing global environment, chooses CSI to implement an in-building wireless solution on campus.*

### About Babson College

Babson College, founded in 1919, is recognized internationally as a leader in entrepreneurial management education. As a private business school, Babson College grants BS, MBA and custom MS degrees and develops programs for executives and graduate students using the most advanced instructional designs. The campus, located in Wellesley MA, consists of 370 acres of woods, rolling hills, and carefully landscaped grounds.

Babson College is one of the most technology- driven campuses in the country with innovations such as Blackboard, a technology incubator for faculty to enhance courses; the Web Excel Center created by faculty as a resource tool for students; and a state-of-the-art computer network. Since the fall of 2000, every incoming Babson undergraduate student has received a laptop computer as part of the College's Technology Initiative. The laptops are loaded with software to optimize interactive learning, giving students equal access to high-level technology and software both in and out of the classroom.

### The College

- Located in Wellesley, MA
- 1,700 undergraduate
- 1,600 graduate students
- 585 full-time faculty and staff
- 215 part-time faculty and staff
- 370 acre campus and grounds
- Undergraduate laptop program

### The Challenges

- Executive Conference Center:  
No Wireless coverage; risk of losing existing and future customers
- Graduate & Undergraduate Schools:  
Student & Faculty demands as a mobile population; concerns regarding the recruitment and retention of students and faculty
- Facilities Services/Public Safety:  
Reliable communications for day-to-day operations and campus security
- Wellesley town regulations:  
No cell towers

### The Benefits

- Increased building security and emergency response
- Increased productivity, mobility, communication and information access
- Maximized IT investment
- Translated into a sound ROI

# CASE STUDY

Building Wireless Solutions 

## High Expectations for Mobility

In an increasingly mobile society, students and faculty have come to expect uninterrupted cellular phone service; inconsistent cellular coverage on campus resulted in increased complaints to Babson's IT department. Since Babson College strives to provide the best educational experience coupled with a safe working, living, and learning environment, the administration improved wireless communication on campus.



To develop a customized solution for their in-building wireless coverage needs, Babson College chose Cellular Specialties, Inc. (CSI). As the only in-building wireless service organization approved by all of the major wireless service providers, including Verizon Wireless, AT&T and Sprint Nextel, CSI was the only company who could facilitate the approval process in a timely manner while providing a cost-effective solution.



To meet the financial requirements of Babson College, a phased approach was implemented by CSI based upon the College's annual budgeting process. CSI was able to use existing fiber for a large portion of the solution, which allowed Babson to save on installation costs. In the remaining coverage areas, the

required fiber for the DAS solution was installed, as well as additional fiber to accommodate Babson's future technology deployments. On the front end, each service provider uses an off-air solution for the RF source which ties into a single system architecture providing coverage throughout Babson's campus. The end result is a solution that meets the high demands of today's students and faculty by providing wireless coverage for all major wireless service providers throughout the campus.



*"CSI is one of the few companies*

*with whom I have worked who delivered exactly what they promised. The staff is professional, courteous and above all technically competent. The sales approach is low pressure and honest – there is no over-inflating of expectations or costs. The installation for us was top quality without any fuss and no mess. It was an absolute pleasure working with everyone at CSI and I wouldn't hesitate for a minute to recommend the company to anyone."*

**Dan Tonelli**  
**Director, IT Operations**  
**Babson College**

# CASE STUDY

Building Wireless Solutions 

## In-Building Wireless Solution Earns High Marks on Campus

The initial impact of the wireless installation has been well received by everyone on campus. Students, faculty, staff, and visitors are no longer inconvenienced during their day-to-day activities due to dropped cell phone calls or the inability to gain internet access. The multi-carrier in-building wireless solution provided by CSI allows students and faculty the flexibility to conduct course work and lessons in unconventional campus-wide settings with anytime, anywhere access to resources. This flexibility fosters a more collaborative and creative learning environment. Babson is confident that the in-building wireless solution will assist in enlisting top students, recruiting quality faculty, and providing a world-class education.



## Phases for the Future



*Bi-directional amplifiers (BDA) receive signal via fiber from cellular carrier base stations and redistributed via distributed antenna system installed on the campus.*

Since the CSI solution provides flexibility and scalability, Babson College can take a phased approach to implementing an in-building wireless solution throughout the entire campus. Phase I included wireless deployment in the Babson Executive Conference Center and Olin Hall. Phase II provided coverage in Horn Library, the Computer Center, Reynolds Campus Center and Trim Dining Hall. Webster Center, Public Safety, Central Receiving, and Sullivan Hall were incorporated into the solution in Phase III. Finally, Phase IV and beyond: Babson hopes to include coverage to the student resident halls, classroom buildings, administrative buildings and the campus grounds.

## About CSI

CSI is a national leader in the design and implementation of innovative in-building wireless products, services, and solutions. To ensure that the optimal services are provided, CSI formed the Custom Solutions Group (CSG). Since its establishment, CSG has installed thousands of turnkey solutions successfully in a variety of industries throughout the nation. CSG also holds the distinction of being the only in-building wireless service organization approved by all major wireless service providers in the United States. CSI's vast experience and unique approach have propelled the company to become the standard in the wireless industry.

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670 North Commercial Street  
Manchester, NH 03101

[www.csiwireless.com](http://www.csiwireless.com)

603.626.6677

**Toll Free (USA):** 1.877.844.4274

**International:** +1.603.626.6677

**Fax:** 603.626.6042