Dryland Business Members' Club sees improved occupancy and profitability with Meru Wi-Fi network

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Clients benefit from secure, high-performance wireless VLAN access

Meru Networks (http://www.merunetworks.com), a leader in Wi-Fi networking, has announced that Dryland Business Members' Club (http://www.dryland.com), a stylish new office space in central London that revolutionises the serviced-offices model, has increased occupancy and profitability with a wireless solution from Meru.

"At other offices and business member clubs, customers often bring their own wireless access points and routers, which just causes interference and sluggish performance," said Emma Hunt, co-founder of Dryland. "To support our goal to be a five-star, stylish working environment, we wanted a five-star Wi-Fi offering that was at the heart of our workspace and differentiated us from others."

"When we were deciding on which system to go with, Meru's technology stood out head and shoulders above the rest because of its predictability, security and manageability," said Robin Taylor, IT manager for Dryland. "Now our members can go anywhere in the building, whether in the café, or a quiet corner in one of the lounges, and get seamless performance."

Kensington-based Dryland, which has the look and feel of a five-star hotel combined with the atmosphere of a private member's club, selected Meru after deciding to put technology at the heart of its business and make it a key selling point for customers.

The deployment has resulted in improved meeting room occupancy and profitability, better use of the café due to the strong wireless and quicker turnaround for new tenants setting up offices there. Meru's technology is supporting up to 300 users, providing secure, reliable and fast access anywhere within the club's spacious interior. The network was designed and installed by Building Zones, a Meru Networks Gold partner.

"Dryland is using its Wi-Fi to attract new customers to its unique style of serviced-office and deliver a five-star-grade wireless network for its existing members and staff," said Srinath Sarang, co-founder and general manager of the hospitality business unit for Meru Networks. "Having a Wi-Fi network be as reliable as electricity and making the network seamless for the members are key. This allows the members to focus on their business while allowing Dryland to meet their business needs as a high-end serviced-office provider."

About Meru Networks

Meru Networks (NASDAQ: MERU) is a market leader in the development of mobile access and virtualized Wi-Fi solutions. Meru's MobileFLEX wireless architecture addresses the ever-growing need for higher bandwidth and higher client densities. The Meru Identity Manager solution greatly simplifies secure device onboarding and the company's unique Context-aware Application Layers (CALs) enable dedicated channel assignments for specific applications, devices and usage scenarios. Meru customers include

Fortune 500 businesses as well as leaders in education, healthcare and hospitality. Founded in 2002, Meru is headquartered in Sunnyvale, Calif., with operations in North America, Europe, the Middle East, Asia Pacific and Japan. Visit http://www.merunetworks.com.

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