

Case Study

Student Accommodation

Lincoln Lets for 88 Students



“The Cyberware student wireless has been fantastic existing student are now renewing next years accommodation, the students simply love it.”

— **Tim Rhodes, Lincoln Lets**

Project Outline

The landlords of Lincoln Lets were faced with a problem in the excessive amount of time they spent having to manage numerous broadband contracts for their residents. Even though the students were only using the broadband service for part of the year the suppliers did not allow less than a 12 month contract. It also meant the landlord being faced with unnecessary paper work

Cyberware were contacted by the landlord of Lincoln Lets and asked to demonstrate how we could provide value added services to the students in the form of a wireless internet access service. By providing this service it was seen to help speed up the process of filling empty rooms with students and hopefully increase the length of their stay.

Solution

Providing quick and easy access via wireless to the internet for the students throughout the building was the perfect solution. The ‘perceived’ value to students would be significant. In addition the Cyberware

solution offers the option of a revenue share scheme. This gives the landlord a share of all incomes received from students buying airtime.

Cyberware surveyed the property and identified that by installing 2 wireless access points, would allow the wireless signal to cover all of the student bedrooms plus communal rooms.

Students buy their airtime online without the need to contact the landlord making it a lot less hassle for everyone involved.

Benefits

- Shared revenue scheme option
- Free 30 day helpdesk support for students
- Unlimited usage and download for the students
- Increase the likelihood of filling your rooms
- Marketing support provided to attract maximum up take