

CUSTOMER SUCCESS STORIES

How Carlo's Coffee Café serves up a cup of connectivity with Aruba Instant On

Nestled northwest of London, UK, among iconic roundabouts and cycling paths bordered by free-flowing lakes and rivers, sits Carlos Coffee Café, a neighborhood coffee shop serving coffee, cakes, and high-speed Wi-Fi connectivity powered by Aruba Instant On.

Founded in September 2016, the family-run business with three employees is a popular Milton Keynes hotspot for caffeine-seeking customers looking for an authentic experience.

Peak times, however, presented a challenge for their Wi-Fi network, which couldn't keep up with high foot traffic and offered little insight into customer behavior.

"Our previous provider only allowed simple connectivity; our network struggled to cope in peak times and did not present our brand well," Carlo Giorgio Pilla, founder, said. "We also lacked intelligence into who and how long users were on the network to enhance our business decisions."

Two years ago, at the recommendation of Ingram Micro, the coffee shop adopted Aruba Instant On AP22, a Wi-Fi 6 certified access point that delivers greater capacity to handle more devices simultaneously while delivering faster performance.

"Instant On ticks all the boxes for us...you do not need to be an expert to manage your network with Instant On."

Carlo Giorgio Pilla, founder

SPILL-FREE SET UP

Like many busy small business owners, Carlo possesses a basic level of technical expertise. A hassle-free network set up was a welcome surprise.

Once the AP22 was powered on, the Instant On mobile app automatically discovered the access point and configured it to broadcast a Wi-Fi signal.



"Instant On ticks all the boxes for us ...you do not need to be an expert to manage your network with Instant On," Pilla said.

SOCIAL SURPRISE

Upgrading their Wi-Fi network with the AP22 boosted their brand representation with support for Facebook Wi-Fi and the [creation of a captive portal page](#) that draws traffic to the business.

The café's information appears in a person's feed when using the service and can be automatically seen by friends, thus attracting more people towards the business.

"The simple-to-use captive portal linked to our Facebook business page has increased our likes on Facebook to help with marketing activities, which is key for promotion," Pilla said.

The captive portal also offers complete visibility of who is connected to the network, helping the coffee shop

ensure they're providing the best service during peak times and managing customers who stay longer.

A SWEET INVESTMENT

Cost was another key consideration for the growing coffee shop, so the competitive price of AP22 was a major plus.

Instant On access points also come with a two-year warranty, 24/7 phone and chat support, and the Instant On community, ensuring that businesses have all the resources they require for Wi-Fi network success.

"The Instant On portfolio is at an affordable price point for small businesses like us," Pilla said. "We have definitely seen a return over and beyond our small investment for high quality connectivity."

Learn about [Aruba Instant On solutions for small businesses](#).

