



Safety NetAccess

Future-proofing a
SaaS platform

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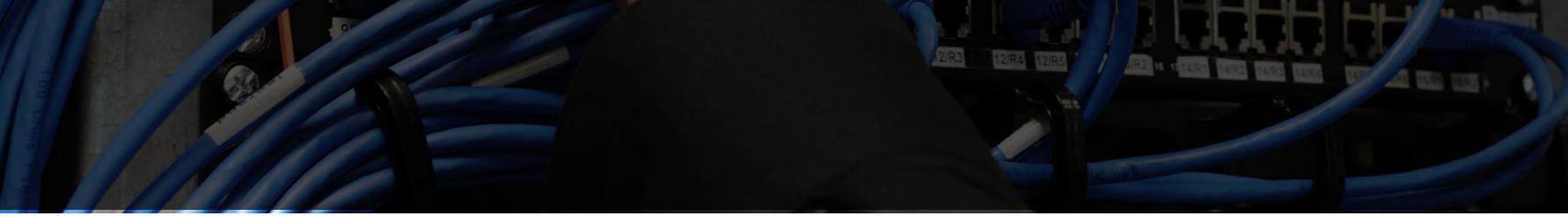
Introduction

When you visit a hotel, you pull out your phone and attempt to connect to the internet. A portal comes up and after a few quick taps, you're connected. Seems simple enough, right? Within those few simple taps there are dozens of moving parts all coming together to ensure you're connected to the internet as quickly and efficiently as possible. This is what Safety NetAccess (SNA) specializes in, serving hotels like Hilton and Marriott worldwide.





Since 2001, SNA has been designing, building and supporting wireless networks for hotels, resorts and other public properties. Their flagship product, SNAP, is a hotel internet management software responsible for connecting millions of users and thousands of hotels every year. After 14 years and three completely different iterations of SNAP, CEO Sean Gorman, realized that over the years, SNAP became increasingly difficult to manage. Clients were using different versions of the software, and this legacy product had outgrown itself. Even then, competitors have been unable to catch up to SNA, and they decided to take advantage of this by rebuilding their product into a SaaS platform that could be sold to competitors. This is where East Coast Product comes in.



Key Challenges

SNA chose to collaborate with East Coast Product (ECP) to combine and rebuild the functionality of three different iterations of SNAP into a future-proof SaaS platform called SNAPx.

The main challenges facing the ECP team were:

- Understanding a massive, incredibly complex application during a relatively short discovery period
- Integrating software with hardware
- Using old hotel APIs and network protocols
- Deciphering what features were needed from each of the previous iterations of SNAP to provide an optimal user experience
- Building a single cohesive platform to accommodate 7 different user roles

Tech Used

- Node.js
- React.js
- Nomadix
- Postgres
- Radius
- LogiAnalytics

Complete Integration

In order to fully understand the complex requirements and use cases of SNAPx, we chose to fully integrate with SNA by setting up shop in their office for a highly collaborative design sprint. During this time, ECP and SNA regularly scheduled team meetings, including sprint planning and sprint reviews.





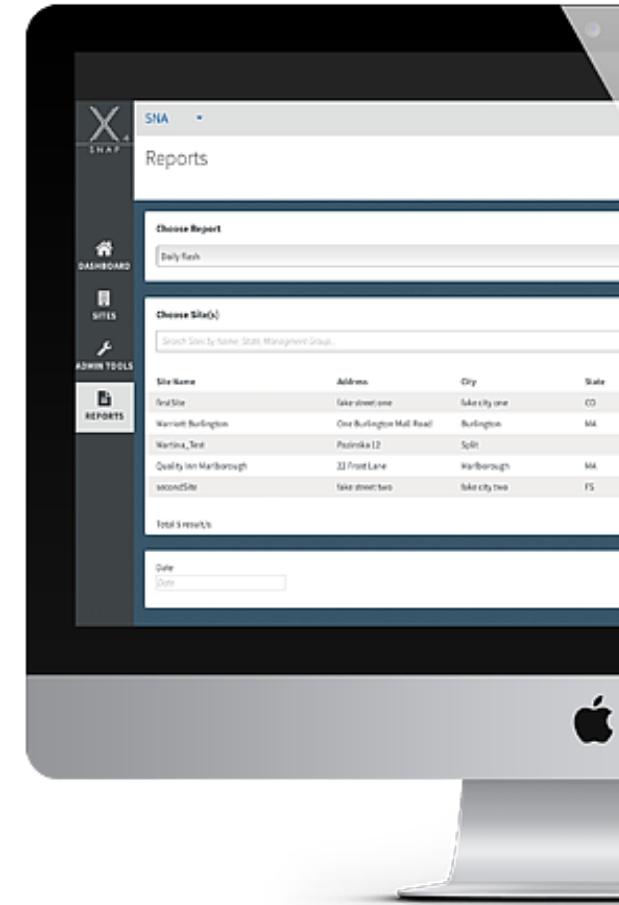
12 - 1	COMPETITIVE ANALYSIS
1 - 2	LUNCH
2:30 - 3	USER JOURNEY
3:00 - 3:20	LIST PROBLEM + RANK
3:20 - 3:25	ADD TO ASSUMPTION
3:25 - 3:40	RANK ASSUMPTION
3:40 - 4:00	(MIND MAPPING) BREAK
4:00 - 4:40	CRAZY 8s
4:40 - 4:50	SILENT CRITIQUE
4:50 - 5:00	BREAK
5:00 - 5:30	GROUP CRITIQUE

Discovery

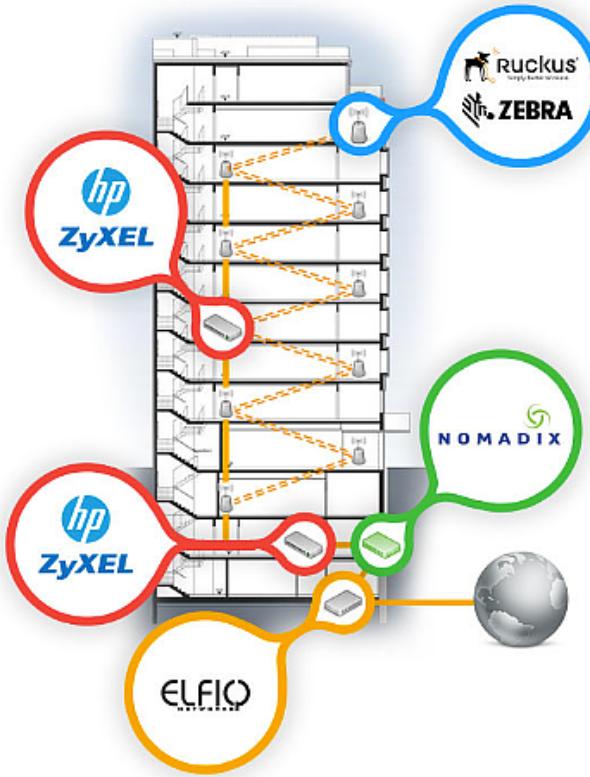
At East Coast Product, we believe that products should be designed with users in mind and SNAPx is no different. Utilizing the design sprint methodology, we got to work understanding the multitude of different ways users engage with SNAP to rethink and optimize their experience for SNAPx.

Eliminating the Help Desk

Our goal for the SNAPx design was to eliminate the need for a help desk by providing even the most basic user with an effortless user experience. With such a variety of different users, with such varied backgrounds and tech expertise; the platform had to be as simple and detailed as possible to fit the needs of the different users.



#freeRADIUS



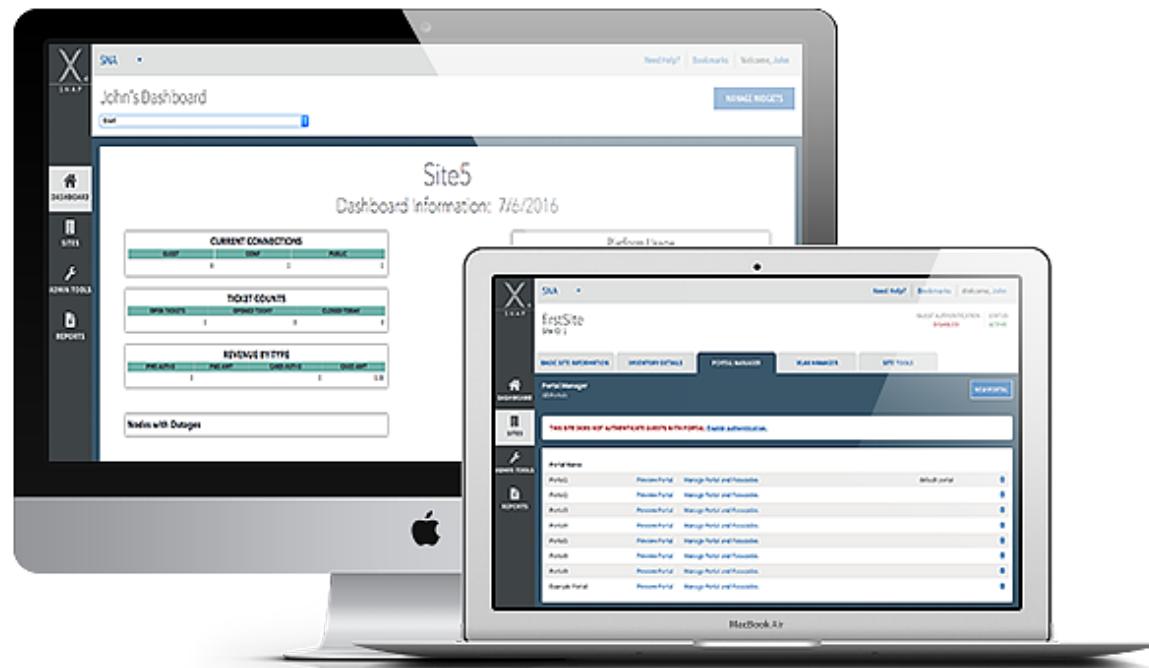
One of the key challenges we faced was integrating FreeRADIUS with Nomadix Zone Migration. FreeRADIUS is a popular, open-source server that provides centralized management of authentication, authorization, and accounting, otherwise known as the AAA protocol. FreeRADIUS allows hotels to tie devices to a single account, while Nomadix is the hardware responsible for making sure you are connected as you move throughout the hotel. With FreeRadius and Nomadix working together, a guest can pay for internet access in the lobby and then stay connected in their room without disruption. Our team worked with SNA to find a solution that would allow these two vital systems to work together in harmony.

The Results

By utilizing the API-first development methodology, we rebuilt SNAPx from the ground up in 28 weeks. The platform is much more scalable and additional features and services can be bolted on. This new product will allow SNA to grow their business in a new way.

Rebuilding the platform so it's built to scale for the future gave SNA a brand new vertical for sales: its competitors. SNA can license out the platform to other companies that operate in similar areas as SNA. Not only can they provide a world-class wifi experience to customers like Hilton and Marriott, SNA can begin generating revenue from companies seeking to license the technology for their existing products. The platform rebuild of SNAPx positions SNA to grow for the long-term, and we're excited to be part of their future growth.





Let's Talk

Info@eastcoastproduct.com

