



Cambium Networks™

CASE STUDY

Reviving Jesolo's Coastline with Reliable, High- Density Wi-Fi

Jesolo Lido, a bustling seaside town on Italy's Adriatic coast, welcomes over 5.5 million tourists each year. With just 25,000 permanent residents, the city rapidly transforms in summer and is home to 400 hotels, 15,000 vacation apartments, and 7 expansive campgrounds. As tourism fuels Jesolo's economy, seamless digital connectivity has become critical to guest satisfaction and operational efficiency.



The Challenge

Despite modern amenities and high digital expectations, Jesolo's beachfront network infrastructure had grown outdated. Tourists and businesses faced:

- Frequent Wi-Fi interruptions
- Unstable internet connections
- Poor coverage across 15+ km of coastline

A 2023 audit by Cambium Networks partner Terralink revealed that more than 70% of the existing access points were either malfunctioning or improperly maintained. Additionally, the network lacked centralized management, preventing effective diagnostics and optimization.

"During peak season, complaints were constant. Guests couldn't even check their email or post vacation photos," said a spokesperson for Federconsorzi, the consortium managing Jesolo's beach establishments.

The Solution

With summer fast approaching, Jesolo's municipality, in collaboration with Federconsorzi, urgently commissioned Terralink to deploy a high-density, weatherproof, and rapidly scalable Wi-Fi solution. Cambium Networks delivered exactly what was needed. Technologies implemented include:

Cambium Networks XV2-23T Outdoor Wi-Fi 6 Access Points

- Supports up to 256 concurrent users per AP
- Integrated pole-mount design for simplified installation
- Power over Ethernet (PoE) with fiber optic conversion

Cambium Networks cnMaestro™ Cloud Management Platform

- Real-time monitoring and automated provisioning
- Unified interface for managing 150+ APs
- Intelligent policy control and guest access management

The Results

Deployed from May to August 2024, the project involved:

- Installing over 150 access points on existing light poles
- Deploying PoE panels and fiber backhaul infrastructure



"cnMaestro made it incredibly simple to deploy and manage the entire network through a single dashboard."

*Riccardo Baggio,
Terralink*



The results were immediate and impactful:

- Unique Wi-Fi connections skyrocketed from 6,000 to over 1 million
- Zero major service interruptions during high-traffic weekends
- Enhanced tourist reviews and digital engagement metrics

“The installation has met the needs of both vacationers and beach operators, providing a stable, fast network,” said Luca Berti, Technical Coordinator, Federconsorzi.

Business Value

Jesolo now boasts high-speed, reliable Wi-Fi across its entire beachfront, aligning with modern hospitality demands:

- Increased guest satisfaction and improved online ratings
- Streamlined operations for beach facility operators
- New digital revenue streams such as guest Wi-Fi monetization and plans for integrated video surveillance

The new network not only resolved existing issues but also positioned Jesolo as a smart beach ready for the future.

ONE Network Platform

This transformation was powered by Cambium’s ONE Network—an intelligent, unified architecture that integrates Wi-Fi, switching, and security within a single platform. Administrators benefit from centralized visibility, AI-driven root cause analysis, and rapid troubleshooting, all from a single pane of glass.



About Cambium Networks

Cambium Networks enables service providers, enterprises, industrial organizations, and governments to deliver exceptional digital experiences, and device connectivity, with compelling economics. Our ONE Network platform simplifies management of Cambium Networks’ wired and wireless broadband and network edge technologies. Our customers can focus more resources on managing their business rather than the network. We make connectivity that just works.