



Case Study

The Ranch Okobojo Puts a Hole in One With RocketFailover®

Known best for their mini-golf course, The Ranch Okobojo is a one-stop-shop for all things family and tourist entertainment. The Ranch Okobojo has something for everyone, including a full-service bar, restaurant, outdoor games, rare gemstone mining, arcade, and RV Park. Operating from May to Labor Day each summer, The Ranch Okobojo sees a large influx of customers and business transactions.

Laurie Redding and her husband own and operate The Ranch Okobojo, and with a smaller team, they depend on Internet connectivity for seamless daily operations. When The Ranch Okobojo began experiencing frequent Internet outages, Redding quickly realized how crucial a reliable connection is for the success of their business. After this realization, Redding looked to local connectivity experts, Akative™, for assistance.

The Challenge

As a seasonal business, The Ranch Okobojo could not afford to miss out on revenue during the summer months due to poor connectivity. With limited choices of Internet Service Providers (ISPs) in the area, Redding was left with her

hands full when it came to multiple Internet outages. When Redding should have been focused on customer service, instead her time was tied up by trying to call their ISP to resolve connectivity issues. This took attention away from their customers and slowed down potential customer transactions when The Ranch's Point-of-Sale (POS) systems were down. With the high volume of foot traffic from tourists and locals during operational months, Redding was potentially leaving thousands of dollars on the table because of connectivity issues.

In addition to their summer attractions, The Ranch Okobojo also hosts an RV Park Rental space next door to their business. This amenity offers free WiFi to tourists who paid for one of their 31 RV spots, which also posed challenges when Internet outages happened. Internet outages can leave anyone feeling frustrated, and The Ranch Okobojo's RV tourists were no exception.

Knowing how critical a reliable Internet connection is to the success of her business, Redding teamed up with RocketBroadband to provide 24/7 connectivity for all of The Ranch Okobojo's Internet needs.

The Ranch Okoboji's Requirements

1. A reliable solution that would always work when needed
2. Automatic failover so they can continue to serve customers and not worry about connections
3. 4G coverage to handle large volumes of POS transactions
4. PCI compliant to protect customer data
5. Eliminate Internet outages so RV tourists could better enjoy their stay at The Ranch Okoboji

The Solution

RocketFailover Autopilot™ checked all the boxes for The Ranch Okoboji. Autopilot has the capability to deliver a strong, reliable failover connection within seconds of a primary ISP going down. This customized RocketFailover solution was designed specifically with small businesses in mind. RocketFailover has the power to support all of The Ranch Okoboji's connectivity needs, all while maintaining PCI compliance. Autopilot is our simplest solution allowing for backup connectivity without the need for extensive IT knowledge.

Included with RocketFailover comes iStatus®, a revolutionary Artificial Intelligence (AI) technology that provides internal stakeholders with on-the-go access to an organizational network view and historical analytics. Complete with common language alerts, Redding can easily monitor all of The Ranch Okoboji's connections remotely.

The Implementation

Once RocketBroadband engineers had configured the RocketFailover device, The Ranch Okoboji's solution was up and running in a matter of a few minutes without any interruption to the customer experience.

Since deploying RocketFailover, The Ranch Okoboji has experienced a high-performance solution that has allowed them to remain connected 24/7 without having to turn away business due to Internet outages. With the elimination of Internet downtime, Redding has reported a boost in sales and customer satisfaction with the help of RocketFailover. The WiFi connectivity in the RV Park has also seen major improvements, decreasing the number of complaints Redding has gotten from RV tourists.

The Results

RocketFailover was able to mitigate Internet issues and ensure The Ranch Okoboji remains online even when their ISP goes down. With this hassle-free solution, The Ranch Okoboji has an affordable solution that provides Redding and her team with business continuity. Akative is proud to partner with local businesses like The Ranch Okoboji to provide them powerful connectivity solutions to assist in better serving their customers.

