

# SUSTAINABLE CRAFT, SMART TECHNOLOGY: THE ANDREU WORLD AND RUCKUS WI-FI CONVERGENCE



**Andreu World** is a global leader in contemporary furniture design, renowned for its commitment to sustainability, craftsmanship, and innovation. Founded in 1955 in Valencia, Spain, the company began as a family-owned woodworking business and has since evolved into an international brand specializing in seating and tables for residential, office, and hospitality environments.

Over the past 70 years, Andreu World has built a reputation for combining traditional craftsmanship with cutting-edge technology, ensuring that every product embodies both aesthetic appeal and functional excellence. The company's philosophy is rooted in a passion for design, attention to detail, and respect for the environment—values that continue to guide its growth and global expansion. The company exclusively uses 100% sustainable wood certified by the FSC® chain of custody, ensuring responsible sourcing from forest to final product.



Today, Andreu World operates with a commercial presence in more than 70 countries, supported by showrooms across Europe, the United States, Asia-Pacific, and the Middle East. Its designs are created in collaboration with internationally acclaimed designers and have earned prestigious awards such as the Red Dot Design Award, German Design Award, Best of NeoCon, and Spain's National Design Award.

REQUIREMENTS	SOLUTION	BENEFITS
<ul style="list-style-type: none"> <li>• Consistent and high-performance network across multiple offices, showroom and production facilities</li> <li>• Centralized management</li> <li>• Capacity to handle a large number of devices without performance degradation</li> <li>• Low latency for real-time applications: ERP, inventory systems</li> <li>• Energy-efficient, intelligent networking solutions that align with company eco values</li> </ul>	<ul style="list-style-type: none"> <li>• RUCKUS® access points: R350 and R550</li> <li>• SmartZone™ Virtual Controller</li> <li>• RUCKUS AI™</li> </ul>	<ul style="list-style-type: none"> <li>• Unmatched performance</li> <li>• Reliable connectivity even in high-interference environments</li> <li>• Reduced downtime and optimized workflows</li> <li>• Centralized control through a single platform</li> <li>• Built for growth</li> <li>• Scales effortlessly to support new areas and expanding devices demands</li> <li>• Optimizes operations through AI-driven insights</li> </ul>

## Strategic connectivity needs driving Andreu World's digital transformation

Andreu World identified the need to implement Wi-Fi 6 services to provide reliable, high-quality wireless access. This requirement applied to the industrial environment, the table manufacturing plant, and the corporate headquarters, which includes office spaces and an 8,000-square-meter showroom that regularly hosts client visits. The Wi-Fi® network's management was to be streamlined into a single, centralized system, encompassing both the factory and the commercial headquarters.

To maintain operational continuity and maximum productivity, the company identified the following key connectivity requirements:

- **Reliable Wi-Fi coverage throughout the production plant**, warehouses, offices and showrooms where clients, architects, and designers are often hosted. Andreu World wanted to offer fast, reliable guest Wi-Fi to enhance professional experiences and reflect its premium brand identity, offering stable access to the network in every area.
- **Capacity to support multiple devices simultaneously**—including inventory terminals, design tablets, and administrative staff computers—without performance degradation.
- **Low latency to enable real-time communication with their critical ERP and inventory applications**, optimizing decision-making and resource management.
- **High availability and resistance** to interference, especially in environments with metallic structures—enabling a robust and continuous network.
- **Centralized network management**, given that Andreu World operates several warehouses across different locations. Each facility contains a large number of access points (APs), making centralized management essential to maintain consistent performance, streamline troubleshooting, and provide uniform security policies across the entire infrastructure.
- **Energy-efficient intelligent network infrastructure.** Andreu World's commitment to sustainability extended to its operations. The company sought energy-efficient, smart networking solutions that aligned with its eco-conscious values while enabling digital transformation.

## RUCKUS: High-performance connectivity for evolving manufacturing needs

The transition from the previous wireless infrastructure—marked by uneven coverage, frequent disconnections, and limited capacity to handle the growing number of connected devices—to RUCKUS® solutions reflects company commitment to operational excellence and digital transformation, reinforcing that connectivity acts as a strategic enabler for innovation and sustainable growth.

To validate the solution, a proof of concept was conducted in a designated area of Andreu World facilities. During these tests, RUCKUS access points delivered uniform and stable coverage, even in challenging zones. Additionally, the management through SmartZone controller showed its proactive monitoring capabilities critical for scaling Industry 4.0 initiatives across global operations.

This successful trial demonstrated that RUCKUS could meet the company's demanding connectivity requirements while streamlining administration and enhancing overall network performance.

The RUCKUS patented adaptive antenna system BeamFlex+® was a decisive step, ensuring consistent connectivity and optimized signal quality even in challenging areas.

**“The project was completed in approximately six weeks, including the physical deployment of the APs, integration with the SmartZone, and coverage testing. All of this was carried out without interrupting the plant's operations.”**

**Josep Climent**  
Director, Técnico Abenet Soluciones y Consultoría

To further simplify operations, the company implemented centralized management through Virtual SmartZone (vSZ) controller in collaboration with Abenet Soluciones y Consultoría, Andreu World's trusted technology partner. This solution streamlined configuration processes, enabled efficient SSID segmentation, and allowed centralized monitoring across their multiple sites—reducing complexity while enhancing control, which is essential, as downtime can affect production along the production chain.

“A key factor in the decision was the strong reputation of RUCKUS Networks as a leader in connectivity for demanding environments. With proven expertise and trusted solutions tailored to complex manufacturing and office settings, RUCKUS provided the reliability and scalability we require. The expert support of the partner and the ability to delegate controller management to them were decisive.”

Vicente Zaragoza  
IT Director Andreu World

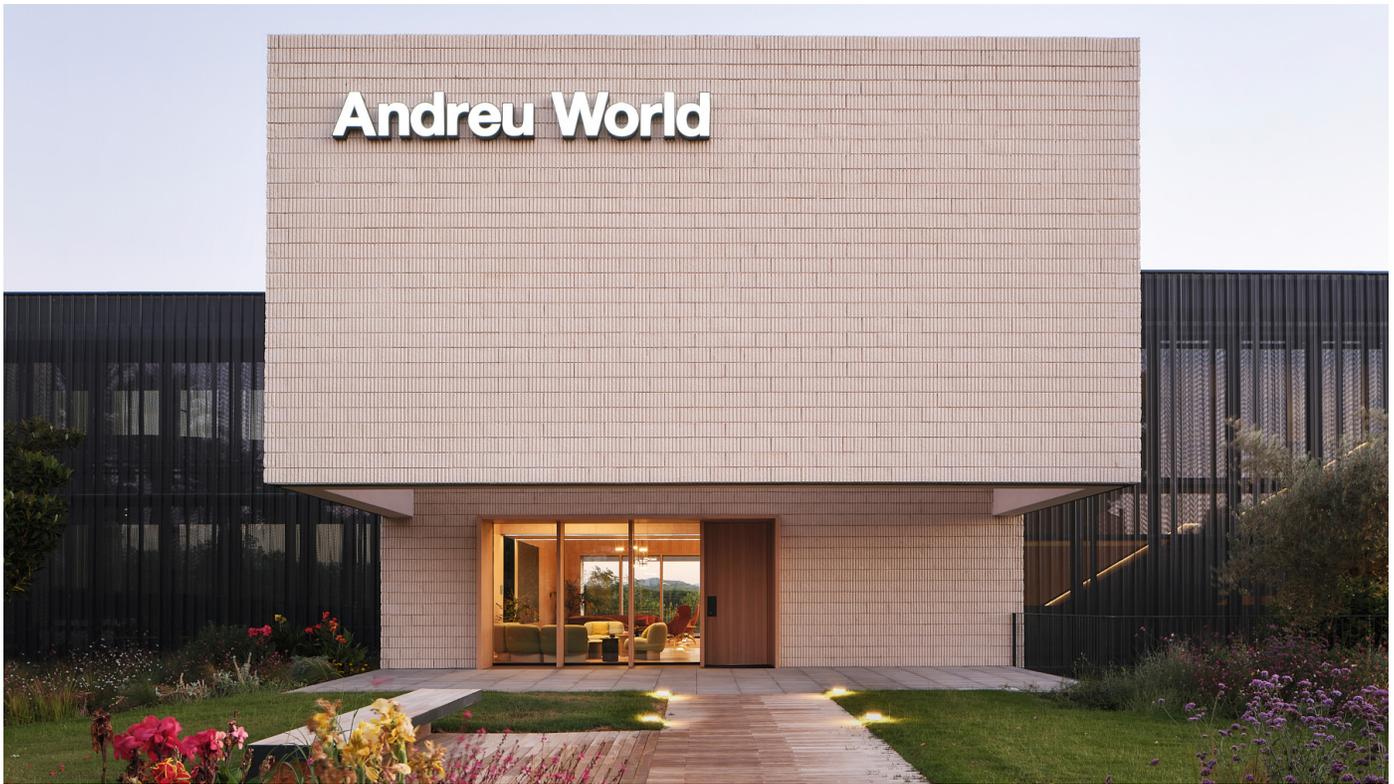
In a constantly changing environment such as a logistics warehouse, where shelves may be full one day and empty the next, **RUCKUS AI™** is a key ally in simplifying Wi-Fi management. The solution intelligently optimizes and adjusts the wireless system based on environmental conditions, such as the volume of stored goods or the type of products in the warehouse.



### Quality and innovation: A forward-thinking match

For Andreu World, quality and innovation are not just values, they are the foundation of its global success in design and manufacturing. Every piece of furniture reflects a commitment to craftsmanship, sustainability, and forward-thinking design. To sustain this vision in the digital era, the company chose RUCKUS as their connectivity brand that could mirror these same principles.

- **Smart manufacturing and IoT integration:** Andreu World's factories and showrooms increasingly rely on connected devices, sensors, and prototypes of smart furniture. RUCKUS solutions provide the high-density, low-latency connectivity required to support these innovations without performance drops.
- **AI-driven insights:** With AI-driven RUCKUS Analytics, powered by machine learning, the company gains real-time visibility into network performance. This innovation enables proactive troubleshooting and optimization, empowering the company to anticipate issues and continuously improve operations.



- **Future-ready infrastructure:** Just as Andreu World designs furniture for tomorrow's spaces, RUCKUS delivers a network built for Industry 4.0, ready to support emerging technologies like AR/VR, digital twins, and predictive maintenance.
- **Consistent global connectivity:** Quality in design requires precision and reliability. RUCKUS provides uniform coverage and performance across Andreu World's offices, showrooms, and production facilities, eliminating the inconsistencies of legacy Wi-Fi.
- **Secure and reliable operations:** Protecting intellectual property and client data is essential for a premium brand. RUCKUS provides robust security, AI-driven monitoring, and advanced threat detection, extending quality performance to digital assets.
- **Enhanced customer experience:** In showrooms, architects and designers expect seamless access to digital catalogs and collaboration tools. RUCKUS delivers fast, reliable guest Wi-Fi, reinforcing Andreu World's premium brand identity and commitment to excellence.

## The strategic alignment

By combining RUCKUS technological innovation, Abenet Soluciones' strong expertise in this field, and Andreu World's dedication to manufacturing excellence, a powerful synergy is created:

- Innovation fuels digital transformation and smart manufacturing.
- Quality enables reliability, security, and customer satisfaction.
- Together, they enable sustainable growth and reinforce Andreu World's position as a global leader in design.



**Abenet Soluciones (member of RUCKUS' BIG DOGS Partner Program)**

Abenet Soluciones y Consultoría has established itself as a leader in IT services in Spain, providing connectivity, security, and digitization solutions that enable companies to improve their performance, reduce costs, and ensure business continuity.

The company defines itself as a strategic partner for its clients, offering technological collaboration that drives productivity and innovation.

Its approach is to reinvent the way business is done by combining accumulated experience, first-class technology, and a personal touch.

<https://abenetsoluciones.com/>



RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business, a loyal companion ready to help get the job done.

RUCKUS Networks is backed by the corporate resources of Vistance Networks, which powers many of the world's most advanced networks.

[www.ruckusnetwork.com](http://www.ruckusnetwork.com)

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Visit our website or contact your local RUCKUS representative for more information.

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