



Enabling you to connect.™

Case Study

MDU PowerPlay

Community management company Discovery Senior Living needed phone and video services that would appeal to residents as well as provide simplicity on the administrative end. They found their solution in Powernet.

A New Endeavor for an Experienced Organization

Discovery Village at Naples is a 120-unit senior living facility located in Naples, Florida, housing supervised independent living and memory care residents. Its parent company, Discovery Senior Living, headquartered in Bonita Springs, Florida, is the developer, owner, operator and manager of Conservatory Senior Living retirement communities in Texas, and also operates and manages 15 other communities in the states of Texas, Florida, Alabama and Georgia.

When Discovery Village at Naples officially opened in 2015, it was the first of its kind for Discovery Senior Living. They had a wealth of experience in property management, garnering many awards over the past 25 years. But this was the first facility where they did the construction themselves. And that meant the organization had many more decisions to make than in projects past.

Identifying Needs

Among the many considerations Discovery Senior Living had to make for their newly planned Naples facility was what to do about residential telecom services. For the sake of simplicity, they knew they wanted one bill for phone, Internet and television services for the entire facility. But even before then, they would need fax and phone services to communicate during the construction phase of the project.

Finding a Partnership that Delivers

Powernet engaged Discovery Senior Living before construction of the facility began and negotiations were

Senior living facility delivers for residents with Powernet solution.



Location: Naples, Florida

Industry: Senior Living Facility

No. of Residences: 120

Primary Services: IMemory Care and Supervised Independent Living

Challenge

- Simplified billing for telecom services.
- Need for temporary communications services during construction.
- Provide phone, Internet and TV services to 120 units at affordable cost.

Solution

- Implement Powernet PowerPlay MDU solution.
- Utilize traditional delivery methods with Coax and data cabling.
- Implement Powernet fax and phone services during construction process.

Results

- Discovery receives one bill for all TV, phone and Internet services.
- Reduced cost of installation versus competitor quotes.

under way prior to the public bid for service going out. Powernet could offer Discovery exactly what they were asking for: one bill for their residential telecom services through its PowerPlay MDU solution, as well as temporary phone and fax services during construction.

Powernet was the only company in the bidding process who could deliver in both of those areas, and with Powernet's bid coming in 10-15% lower than other quotes, the deal was done before ground was broken.

Permanent Solution Services

Understanding that quality phone, television and Internet services are a must for residents, Powernet worked with Discovery to come up with a PowerPlay package to ensure residents wouldn't have to worry about their telecom needs. Each unit received unlimited local and long distance within the U.S. via Powernet Digital Phone @ Home. In addition, DSL Internet was cabled to every unit at a speed of 5 Mb down by 1 MB up.

For television, Discovery opted for DIRECTV's (offered through Powernet) most advanced channel package option. Discovery also received local channel insertion with their TV package, giving them a 24/7 channel to run community news, updates and other information residents might find helpful.

A Continuing Relationship

With installation complete and doors open, residents at Discovery Village at Naples have access to the same (or in some cases, even better) communication and entertainment options than they would have at home. The successful build and install have led to Discovery and Powernet partnering for future projects to deliver residents similar great services.

About Powernet

Powernet enables businesses to connect through innovative telecommunications solutions. **With Wi-Fi networking, voice, data, call center and carrier services**, we have the technology and expertise to meet the needs of any size business.

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