



“With Orbi Pro, we definitely see a difference. We’re always connected when new orders come in, we know future bakery guests will have access to secure WiFi, and I know my grandkids will one day be able to carry on the florist tradition.”

Denise Wilson, Owner, Flowers By Design

Company name:  
Flowers by Design

Company size:  
1 employee, 1,500 sq.ft.

Industry:  
Retail

Geographic region:  
Greenville, South Carolina

## Flowers by Design say Bye Bye to Bad Wi-Fi.

### BACKGROUND

Denise Wilson opened Flowers by Design in Greenville, South Carolina with the intention of making the business a family affair. Running it with help from her two children, she’s in it for the long haul and hopes her floral creations bring joy to every one of her customers.

“I want to build a successful business, so my family can carry on the tradition for generations to come.”

### PROBLEM/OBJECTIVE

Owning a small business always has its challenges. When the economy goes up, business is good, but when it’s down, it’s down. Flowers by Design has to make the most of good economic times by running as efficiently as possible, and when it’s slow, they need to ideate new ideas to make up for lost profits.

One of these ideas is expanding their business into a bakery, but that requires even more coverage for hands-free ordering and the ability to offer future guests free and secure WiFi to help enhance the customer experience (things their old router just wasn’t capable of).

“Adding a bakery has always been a dream of mine. I know Orbi Pro can help expand my business in ways our old router just couldn’t.”

So, they decided to try Orbi Pro.

### SOLUTION

NETGEAR worked with Denise to replace their previous router with an Orbi Pro

Tri-Band Business WiFi System (SRK60) AC3000. The system covers up to 5,000 square feet with blazing fast WiFi, it includes a WiFi router and one satellite and offers 3 separate SSID for traffic separation.

This will help deliver faster, more versatile coverage throughout their flower shop and give them the opportunity to implement a separate network dedicated for bakery guests in the near future.

Denise said her son had the system up and running so fast she couldn’t barely believe it.

“I was like, ‘You’re done?’, and he said, ‘yes ma’am, I’m done!’.”

### RESULTS

Running a floral shop is all about organization and customer satisfaction. Business can get busy fast, and Denise and her family now have what they need to stay connected and make orders for the business supplies, tools, and flowers needed to make memorable floral arrangements.

“We can really see a difference with Orbi Pro. Higher speed, better connection. It works well and is also a really good-looking system. I looked at Orbi Pro and then my old router, and was like, ‘Wow!’ you couldn’t really ask for anything better.”

Denise is extremely excited about the switch. Orbi Pro is already making it easier to stay on top of current orders and inventory, and she knows she’s one step closer to opening her bakery, so she can keep profits consistent and keep the business thriving for her grandchildren.

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