



## MDU Property Owners Turn to Cambium Networks for Reliable Wi-Fi That Increases Revenue, Satisfaction, and Retention

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HOFFMAN ESTATES, Ill., Sept. 16, 2025 /PRNewswire/ -- Cambium Networks (NASDAQ: CMBM), a global leader in wireless and wired networking solutions, is seeing rapid adoption of its managed Wi-Fi and ONE Network solutions in Multi-Dwelling Unit (MDU) and Build-to-Rent (BTR) properties worldwide. The combination of cloud-managed simplicity, resident-grade performance, and clear business value is driving deployments across Europe and North America.



With the surge in demand for broadband-driven amenities, property owners are moving quickly to deliver secure, property-wide connectivity, turning resident expectations into real operational and financial gains.

### Real-World Deployments

- **Hamburg, Germany:** In a 32-unit apartment complex, FREDERIX Hotspot installed Cambium Wi-Fi APs across all units and shared spaces. The outcome: a reliable, app-managed network with seamless device onboarding, private resident networks, and full satisfaction across tenants.
- **California, USA:** Wire Stream delivered managed Wi-Fi using Cambium solutions to 800 units across five buildings, generating **\$25,000/month in new revenue** while minimizing IT support tickets and enabling future expansion.
- **Texas, USA:** Preston Hollow's deployment of XV2-2T1 Wi-Fi 6 APs and cnMaestro X management allowed personalized VLAN-per-resident service with no need for onsite IT—improving tenant experience and staff efficiency. Elauwit and their use of the Cambium's ONE Network helped us provide the level of service our residents expect—without overburdening our operations team," said Bruce Fay, Manager of Information Technology, Hanover Company.
- **Italy:** A luxury residential and commercial complex modernized its digital infrastructure using Cambium Wi-Fi and switching solutions—boosting value, convenience, and retention in a competitive urban market.

### Research Confirms Wi-Fi is a Critical Amenity

According to **Parks Associates**, Wi-Fi has become a must-have for tenants and a strategic tool for owners:

- **70% of MDU owners** say Wi-Fi helps attract residents
- **Almost 80%** say it increases property value
- **Over 50% of tenants** now expect managed Wi-Fi to be available
- Properties offering Wi-Fi see improved net promoter scores and increased lease renewals

"The managed Wi-Fi market is evolving, with residents expecting more and better connectivity options. Internet and Wi-Fi – high quality, reliable connectivity and coverage – are essential for properties when it comes to attracting and retaining residents, as well as enabling the next generation of smart property technologies." Said Kristen Hanich, Director of Research, Parks Associates.

Findings from the ASK4 "**Building a True Home**" study further underscore the shift:

- **77% of renters** are more likely to move into a unit if Wi-Fi is bundled with rent
- **84% say poor Wi-Fi would affect their decision to renew a lease**
- **93% expect Wi-Fi to be ready within days of move-in**, but **37% report frustrations setting it up**
- **74% of residents** want whole-building coverage, not just in-unit connectivity
- Wi-Fi now ranks above furniture among desired rental package inclusions

Despite these trends, nearly **60% of prospective renters are not told** that internet is included during the leasing process, representing a missed opportunity for differentiation and conversion.

## Simplifying Connectivity with ONE Network

Cambium Networks addresses these challenges head-on with its **ONE Network architecture** —a unified solution that integrates Wi-Fi, switching, SD-WAN, and network security under a single cloud-managed platform (cnMaestro).

- **Pre-configured VLANs and private Wi-Fi per resident**
- **Site-wide coverage using Wi-Fi 6 APs like the [XV2-2T0](#) and [XV3-8](#)**
- **Security, VPN, DNS filtering, and app control with [NSE 3000 gateway](#)**
- Cambium Networks is developing technologies that make life easier for both property managers and MSPs. [MarketApps](#), Cambium's app platform, streamlines MDU operations. The Installer app simplifies AP deployment for MSPs, while the Property Manager app enables easy resident access control through an intuitive interface.

The result is faster deployment, simplified support, and a resident experience that just works from the first day of the lease to renewal.

"Property managers are now seeing that Wi-Fi is core infrastructure for MDUs. It directly impacts resident satisfaction, retention, and revenue" said Scott Imhoff, Senior Vice President - Product Management & Marketing, Cambium Networks. "With ONE Network, Cambium delivers reliable, scalable, and resident-ready solutions with compelling economics and operational simplicity."

### 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 the 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.

**To learn more or to get started with MDU Wi-Fi, visit:**

<https://www.cambiumnetworks.com/mdu/>

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