ROVR SCORE

ROVR SCORE LAUNCHES THE FIRST OBJECTIVE QUALITY SCORE FOR INTERNET PERFORMANCE

IN PARTNERSHIP WITH EPITIRO

2022 CERTIFIED ROVR SCORE VERIFIED

2022 CERTIFIED ROVR SCORE SILVER

2022 CERTIFIED ROVR SCORE PLATINUM

2022 CERTIFIED ROVR SCORE GOLD

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There can be little doubt that access to the internet is now as vital a backdrop to modern existence as utilities like energy and water. But how do you know how good connectivity really is before you move into a leased property?

Memphis-based tech start-up ROVR Score has become the first company to develop a fully evidenced, **objective benchmarking score** for network performance of both Wi-Fi and internet connectivity, plugging an obvious gap in any property's list of must-haves.

The innovative service is currently being supplied to **over 70 multifamily and student housing communities** across the United States, includes community-wide connectivity measurement and evaluation, enabled by an Epitiro agent. (ROVR has plans to expand to senior living and hospitality industries in the near future).
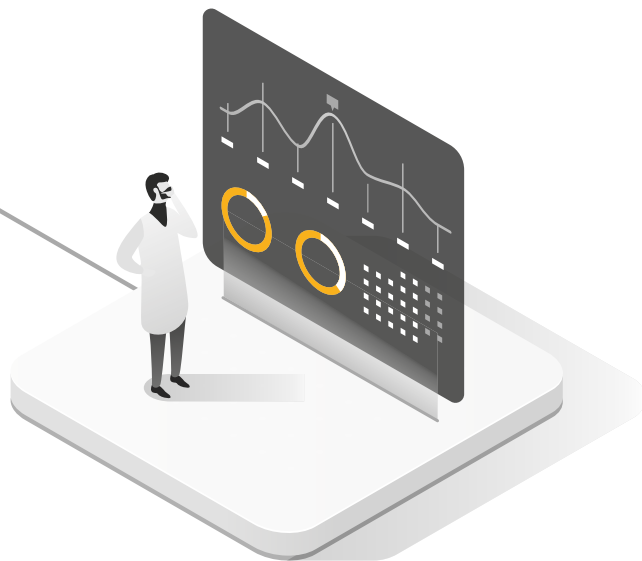
The technology produces a **connectivity 'badge'** for individual properties from Verified (below recommended standards) through Silver and Gold, to Platinum (the optimal resident experience). The score can then be used to **compare performance** with other properties in the same region or market.

The ROVR Score digital badge identifies and proves the quality of Wi-Fi and internet connectivity in a building, giving residents total peace of mind in choosing their next place to live. ROVR's centralized dashboard is also able to drive multiple operational and IT initiatives with deeper insights than available before. As well as improving ROI on asset expenses, the technology has been proven to successfully **turn leads into leases** and to increase monthly lease revenue.

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Calculating the ROVR Score

Each community's unique ROVR Score is calculated using three key empirical sources of data:

- **Wi-Fi/network performance quality of experience (provided by the plug and play Epitiro agents)**

- **The incumbent technical infrastructure**

- **Any connectivity-related resident feedback, collated from the previous 365 days**

Unlike standard network performance monitoring, the Epitiro agents sit outside the network so experience the service exactly as the resident does. They look at the whole picture – including radio conditions, network performance and end-to-end services – to give a **highly accurate reflection of what the residents are actually experiencing.**

"It's not just about speed testing the service," explains Janis Rossi, Co-Founder and Senior Vice President, Marketing at ROVR Score. "Epitiro also measures **availability, accessibility and reliability as well as performance.** So it will tell us if there are any latency issues for gamers, for example, or if there are any specific times when connectivity dips."

All the data points are assigned specific 'weights' and run through ROVR Score's **unique algorithm** to create a comprehensive, straight forward, consumer-friendly connectivity score.

Janis explains: "Many residents are under the impression that 'high speed internet' also means high quality internet, but in reality, **high speed alone does not tell the full story.** ROVR Score provides an accurate, transparent and totally objective benchmark, giving property owners and operators a significant competitive advantage. Prospective residents, meanwhile, receive third party assurance of the building's quality connectivity before they sign a lease."
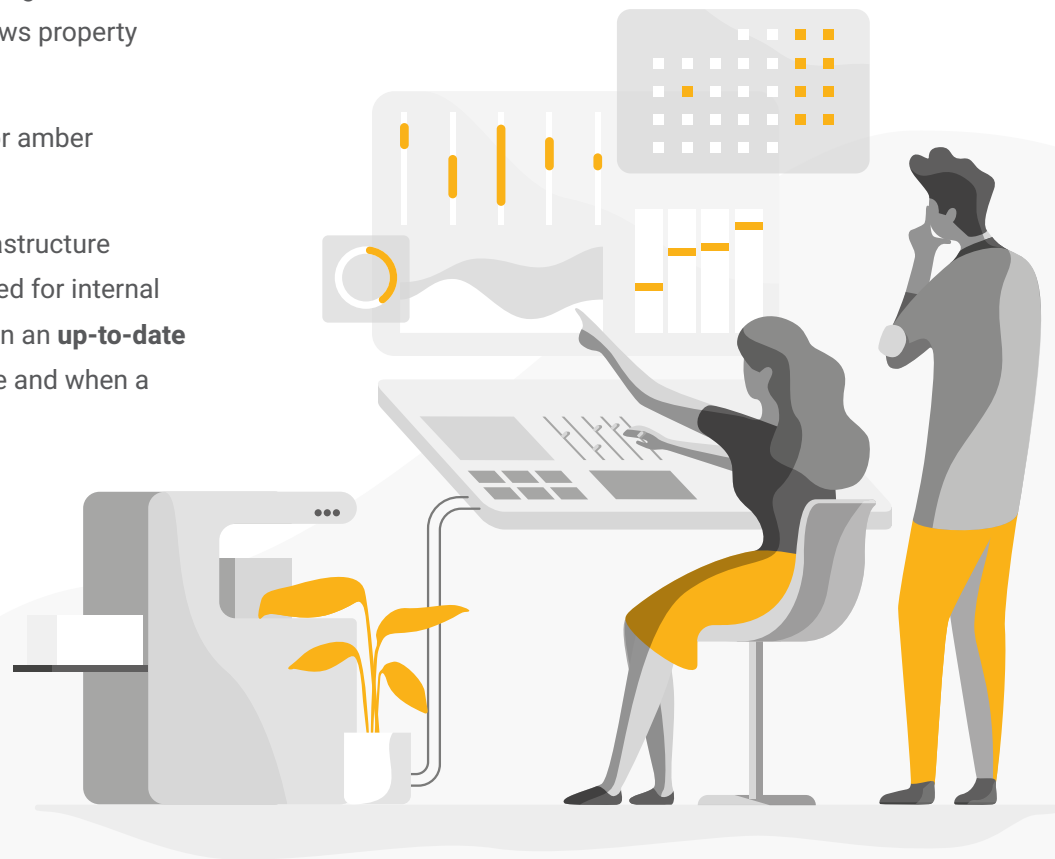
Property managers are **empowered to answer resident queries** on internet performance quickly and efficiently by digging into the data available 24/7.

Benchmark and monitor

A centralized dashboard gives customers an overview not just of how all the individual properties in a portfolio are performing, but also **how the different ISPs are delivering on their KPIs.** The platform simplifies troubleshooting of network connectivity issues or concerns at a specific community, and allows property operators to be proactive rather than reactive.

A simple traffic light system highlights areas for concern in red or amber depending on the performance targets set.

ROVR Score's system highlights weaknesses in the technical infrastructure which are then often used by IT team members to validate the need for internal network improvements. The platform can also be used to maintain an **up-to-date inventory of each property's technology,** showing what is in place and when a contract might be up for renewal across the entire portfolio.
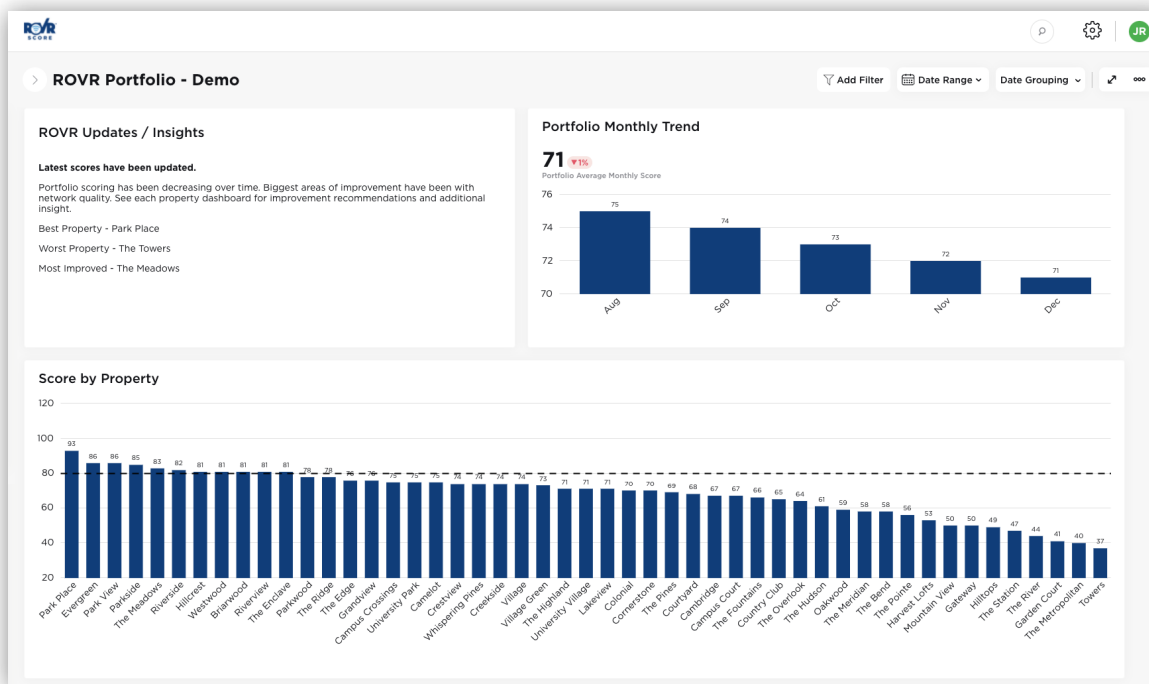
"The team at Epitiro have been fantastically supportive partners," she added. "As well as providing a super simple-to-install solution, they have provided us with a custom fix for our reporting needs and helped implement enhanced security measures."

Plug and play solution

Epitiro was selected to provide the performance monitoring backbone to the ROVR Score service, not just for its market-leading accuracy, but also for its ease of use and installation.

"It's a relatively seamless installation process - you **just plug in, update the network credentials and it's live**," explains Taylor Gunn, ROVR Score's Co-Founder and Sr. Vice President Data, Product and Procurement.
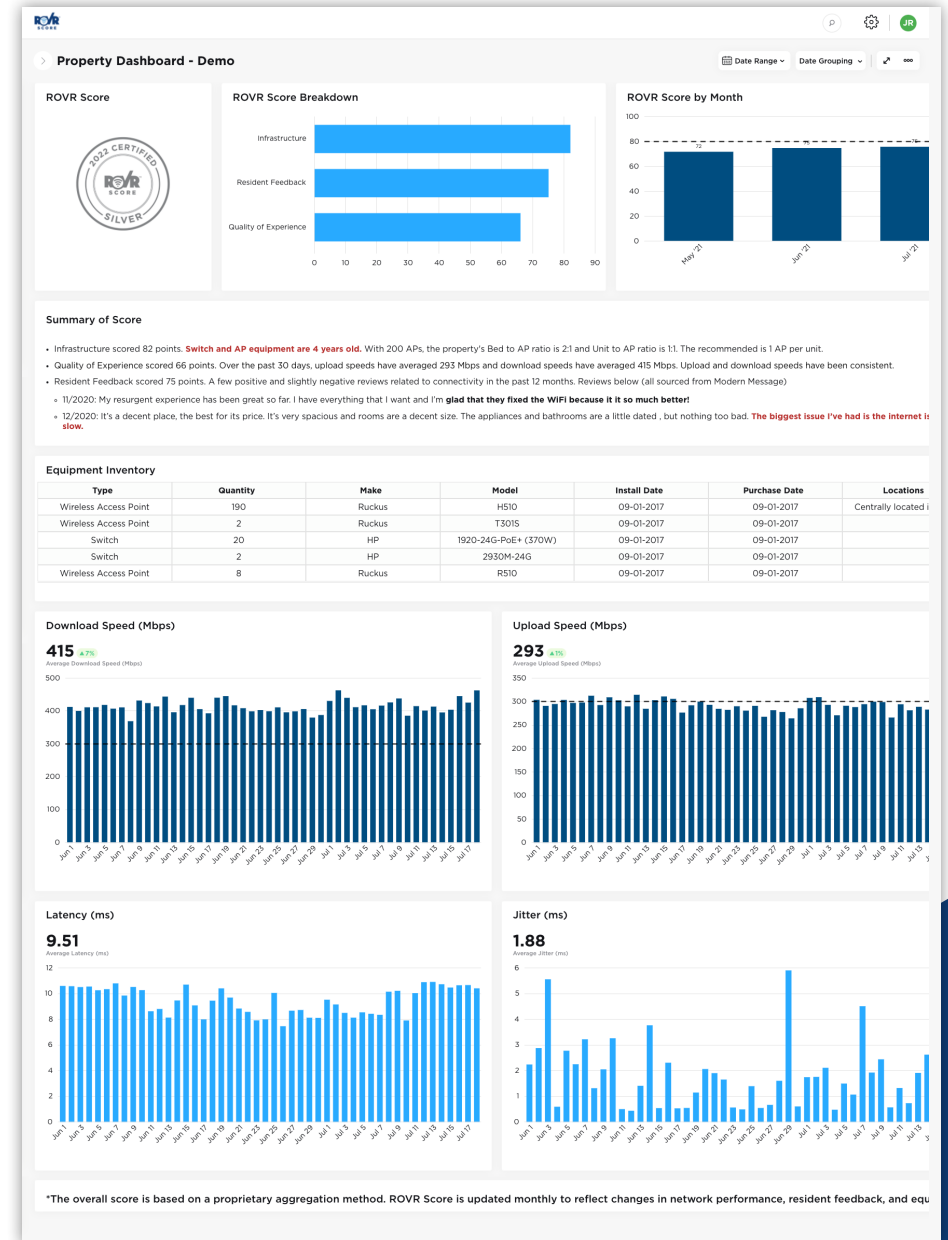
"There's no complicated network installation required at all, which makes it very easy to get up and running in a matter of minutes."

ROVR SCORE

ROVR Portfolio - Demo

Add Filter · Date Range · Date Grouping

ROVR Updates / Insights

Latest scores have been updated.

Portfolio scoring has been decreasing over time. Biggest areas of improvement have been with network quality. See each property dashboard for improvement recommendations and additional insight.

Best Property - Park Place
Worst Property - The Towers
Most Improved - The Meadows

Portfolio Monthly Trend

71 ▼1%
Portfolio Average Monthly Score

Aug	Sep	Oct	Nov	Dec
75	74	73	72	71

Score by Property

Park Place 93, Evergreen 86, Park View 86, Parkside 85, The Meadows 83, Riverside 82, Hillcrest 81, Westwood 81, Briarwood 81, Riverview 81, The Enclave 81, Parkwood 78, The Ridge 78, The Edge 76, Grandview 76, Campus Crossings 75, University Park 75, Camelot 75, Crestview 74, Whispering Pines 74, Creekside 74, Village Green 73, The Highland 71, University Village 71, Lakeview 70, Colonial 70, Cornerstone 69, The Pines 68, Courtyard 67, Cambridge 67, Campus Court 66, The Fountains 66, Country Club 65, The Overlook 64, The Hudson 61, Oakwood 59, The Meridian 58, The Bend 58, The Pointe 56, Harvest Lofts 53, Mountain View 50, Gateway 50, Hilltops 49, The Station 47, The River 44, Garden Court 41, The Metropolitan 40, Towers 37

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Roadmap to improvement

The insights gleaned from the ROVR Score solution are used to proactively create a **roadmap to improvement** for clients, if needed. Recommendations might include how to get better value from an ISP, which outdated equipment should be tackled or how to plan for particularly high demand periods such as the run up to finals.

Clients also receive a **customized marketing package** to arm them with the messaging and promotional tools to showcase their unique competitive advantage - both at the communities themselves and online. This includes signage, window stickers, sales leasing pitch messaging and imagery for social media, as well as the ROVR Score digital badge itself to add to websites.

Setting the standard

ROVR Score, in partnership with Epitiro, has set a new standard for internet performance monitoring and the company has set its sights on ambitious growth targets.

Someday soon, it would appear, **'What's your ROVR Score?'** might just become as common parlance as 'What's your Wi-Fi speed?' with the brand becoming as synonymous with internet benchmarking as fellow forerunners Google are with search engines, Hoover with vacuum cleaners or Kleenex with facial tissues!

ROVR SCORE

Read more about how ROVR Score is helping its multifamily and student housing clients to increase lease revenue and cut operating costs in this short case study.

FIND OUT MORE

Find out more about how Epitiro is setting the standard in internet performance measurement and monitoring.

DIG DEEPER

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