Better Business Outcomes from Real Time Location Services

Cisco® Connect event in Berlin reaches new heights with powerful Wi-Fi analytics and outstanding user experience

EXECUTIVE SUMMARY

Partner Name: Logicalis

Location: Germany

Number of Employees: 250 in Germany (more than 4,000 worldwide)

Challenge
- Deliver Wi-Fi network to handle 3000 users, multiple devices, and heavy video traffic
- Make sure flagship Cisco event proves successful with high ROI for all participating parties
- Demonstrate the power of Wi-Fi-based analytics with an onsite live demonstration

Solution
- Cisco Mobility Services Engine with more than 130 access points for high density wireless
- Logicalis professional services for design, implementation, and onsite support
- Logicalis Spatial Intelligence Platform for Wi-Fi analytics and customer experience

Results
- 100 percent network uptime with consistently high performance at average download and upload speeds of 20Mbps and 10Mbps
- Better intelligence about Cisco Connect to be used for future events
- More enjoyable, personalized Wi-Fi experience for end users

Challenge

Cisco Connect 2014 Berlin turned an old, empty train station into an impressive business conference venue. The flagship two-day event covered the industry's hottest topics, providing guests with access to technical education content, networking opportunities, Cisco and partner expertise, and insight from Cisco leadership and industry visionaries.

With key themes including the Internet of Everything, smart cities, and digital disruption, it was essential that the venue provided users with an outstanding Wi-Fi experience. With high ceilings and the risk of interference from a neighboring station, the event also provided an ideal setting to road test the Cisco Mobility Services Engine solution.

Drawing on a wealth of knowledge and technical expertise, Logicalis planned, built, and managed the project. "As well as ensuring perfect wireless service, our challenge was to gather location analytics data about audience engagement and satisfaction, and ultimately provide Cisco with a higher return on investment," says Stefan Mulder, Director Sales at Logicalis.

Solution

To ensure best results, a detailed site survey of the venue was carried out in advance. "The first step was to eliminate potential problems, for example with radio interference and signal strength, and also to pinpoint the best access point locations," says Mulder.

Running on the latest IEEE 802.11ac standard, all wireless access points were enabled for location analytics and controlled through a single pane of glass using Cisco Prime™ Infrastructure. Combining a high-density wireless network with a Cisco Mobility Services Engine, this provided event organizers with unique insights into Wi-Fi user movements and behaviors.

Cisco Mobility Services Engine works by repeatedly collecting data for each Wi-Fi enabled device while it's on the premises. This information is then aggregated and processed by the Cisco Connected Mobile Experiences (CMX) API to provide presence and location analytics, which are processed, stored, and analyzed by the Logicalis Spatial Intelligence Platform. The results can be viewed through a browser-based dashboard.

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Stefan Mulder
Director Sales
Logicalis

Results

Cisco Connect 2014 Berlin ran smoothly thanks to Cisco Wireless technology and, Logicalis know-how and professional support. "We had over 3000 users, often with two mobile devices each," says Mulder. "Despite heavy YouTube and iTunes traffic, Wi-Fi performance remained consistently high. Users enjoyed average download and upload speeds of 20Mbps and 10Mbps."

Using the Wi-Fi network, Logicalis demonstrated the power of its Spatial Intelligence Platform, which many retail customers are using to measure consumer footfall and dwell times. This enables quick identification of the most popular items and best store layouts for increased revenue.

"The dashboard showed every user, whether they were actively logged on or not, and how people moved around the venue," says Mulder. "In addition, we have used the data to provide visitors with location-based services about the venue, offering a web portal with app-like functionalities." Users enjoyed location-based features, such as indoor navigation, without having to physically download any software.

With planning underway for the next Cisco Connect event, the analytics are even more important. "Data provided by the Spatial Intelligence Platform from Logicalis provided added value to our planning and design of future Cisco events," says Björn Riebel, country marketing manager, Germany, Cisco Systems GmbH.

For More Information

To find out more about the solutions featured in this case study, visit www.cisco.com/go/cmx and www.logicalis.com

Product List

Wireless
- Cisco Mobility Services Engine
- Cisco Aironet® wireless access points with 802.11ac and Cisco CleanAir® Technology
- Cisco Wireless LAN Controllers

Management
- Cisco Prime Infrastructure
- Logicalis Spatial Intelligence Platform

Services
- Fully-managed Logicalis service for design, implementation, and ongoing support