

# Stadium WiFi



WDSi Group



*“WDSi are now a regular fixture at our events throughout the calendar. They are a friendly company but with a highly skilled team that can handle some of the most challenging wireless scenarios”*

WDSi is at the leading of stadium WiFi design, deployment and management of large scale stadium arena WiFi. We are trusted by globally known venues in the UK across a number of major sports, including:

- Premiership football
- International Rugby
- Music Festivals

## 2. The Challenge

### Access

A key expectation of fans and visitors and other end users of stadium events is the desire to have internet connectivity whilst on site. The desire to record and share the experience or simply have connectivity to those outside is key.

At the same time stadium owners are looking for new creative ways of utilising the technology to improve the customer experience, drive growth and deliver a degree of ROI.

### Mobility

Once in the coverage area of a stadium fans expect to be able to acquire access to the stadium WiFi network. They will also be potentially be moving around the stadium and will want to maintain access.

### Insight

The network is no less important for the stadium owners and event promoters. Providing WiFi access via registration pages allows venue owners to acquire key contact information and in some cases add additional questions during registration so that they can acquire further insights.

### Control

It's key for venue owners to maintain some degree of control over WiFi usage. The Government has clear guidelines on the control of access to unsuitable sites. What is also important to the venue owners is controlling data consumption by end users as this can get out of hand particularly where it is provided free.

## 3. The Solution

### Customer Experience

Customers are provided with branded landing pages to support their own brand building activity.

Landing pages are used to capture key contact data for venues, additional questions are also included as part of the insight gathering process.

The key is that the venue owner is capturing contact details of fans that they can use to build a 1-2-1 relationship with. Such data can be used for future marketing activity.

### Control

We monitor our customer's network on an ongoing basis and advise them if we believe they need to put in further controls around data consumption.

Streaming, data usage and access to inappropriate content are all controlled via our content filtering service. Which ensures that end users do not misuse the service and that compliance around Government guidelines for WiFi usage is adhered to.

### Support

All WDSi customers sign up to a support service. Through this service we deliver on going monitoring, virtual and on-site engineer support and dedicated project management over the life of the project.

### Dedicated project management

As with all WDSi WiFi projects, customers will have a dedicated project manager that joins the process once the technical pre-sales team have passed the project to the Technical Delivery team. The project manager will then be the lead contact in ensuring that the solution is delivered on time and to expected level of quality.

The project manager will also provide an essential bridge between you and those working on the physical delivery of your solution. They will remain close to the project until the project is closed and passed to the In-Life team.

*Want to speak to a member of the team to discuss how we can help you?*

*Call 0845 8628 680*

## 4. Review

We have seen a marked increase in the demand for Stadium WiFi. The focus is no longer just focused on the brand but the extension of the network to deliver other business critical services. Venue owners now see the application of WiFi in facilitating things such as:

- Smart ticketing
- Media Coverage
- Security
- Location based services
- Digital Media/Advertising
- CCTV
- Corporate and VIP network access

The above list is just some of the ways we are enabling our customer to derive benefits over and above the traditional end user internet access.

Another key step in the evolution of public WiFi for end user internet access is its use in gathering customer insight and a 1-2-1 marketing communication tool with the customers. This step means that businesses can now see a real tangible application of WiFi outside of its traditional use.

Whatever your requirements WDSi are there every step of the way to ensure that you get the most out of your WiFi network.