Relay2

UREC PROVIDES KUNMING CONVENTION CENTER HIGH-VALUE WIFI EVENT SERVICES

PROVIDING A WIFI SOLUTION THAT MEETS THE BUSINESS NEEDS OF THE VENUE, ITS EXHIBITORS, AND EVENT ATTENDEES.

UREC

昆明國際會展中心有限公司
Kunming International Convention and Exhibition Center Co., Ltd.

THE CUSTOMER CHALLENGE:

Located in China's Yunnan Province, the Kunming International Convention and Exhibition Centre (KMICEC) serves as an important venue for hosting exhibitions and conferences ranging varying from regional to global focuses. The facility houses 7 halls providing a total exhibition area of 50,000 square meters, and also includes 2 large public plazas. Every year, KMICEC hosts more than 50 events, including the China & South-Asia Expo and Kunming Import & Export Trade Show.

Along with the digital and social initiatives, more and more event organizer, exhibitor and visitors require on-site wireless network service to enhance the exhibition visiting experience and marketing efficiency. As such, WiFi access at convention centers has become mandatory. In the past, the venue owner provided their own WiFi network and exhibitors self-deployed WLAN networks. This approach resulted in a dense mix of networks within the venue leading to significant signal interference. In a crowded event hall, 100 to 200 WiFi networks could be observed. Because of the resulting poor performance, the venue operator would often receive complaints about network service although WiFi signal could be seen. Furthermore, the current WiFi equipment deployed, were lacking with respect to product performance, ease of man-

agement, and the capability of value-added service development. This made it hard to meet the business requirement for convention center to provide differentiated high-value services.

THE SOLUTION: RELAY2 HIGH-PERFORMANCE WIFI ACCESS & MVAP

In order to solve issues for large public event venues including detrimental signal interference, difficulty of wireless optimization, complexity of network management, and ability to support WiFi-based value-added services development, Relay2 partnered with UREC, a leading SaaS service provider in the convention market. The combined solution provided an end-to-end integrated solution for offering robust event WiFi within the Kunming International Convention and Exhibition Center.

After completing frequency re-planning and clearance for all areas, UREC rapidly deployed seventy of Relay2's 3x3 MIMO 802.11n dual-band wireless access points (AP) inside the halls, and another eight wireless access point to cover the two outside plazas to support outdoor activities during the exhibition. "With Relay2, we easily set up a WiFi network and provided managed services to KMICEC. We rely on Relay2's high performance APs to reliably serve high-density and heavy-traffic areas during exhibitions, where up to 85K visitors pass through per day."

To eliminate interference resulting from self-deployed exhibitor networks, the solution supports Relay2's patent-pending MVAP (Managed Virtual Access Point) function. This allows a single physical AP node to be virtualized into 8 WLAN access network. Each network tenant has independent and segmented management and provisioning capability for this virtual WLAN as if he owned the physical node.

With MVAP, UREC manages and maintains the physical radios as well as a venue-wide KMICEC networks. The venue has four

SOLUTION BENEFITS

- Robust Wi-Fi access to support large number of clients in high-density environment

- Plug-and-play enabled rapid installation of APs within deadline

- Ability to generate venue revenue through MVAP (Managed Virtual AP™) feature

- Built-in value added services to boost visitor engagement over venue WiFi networks
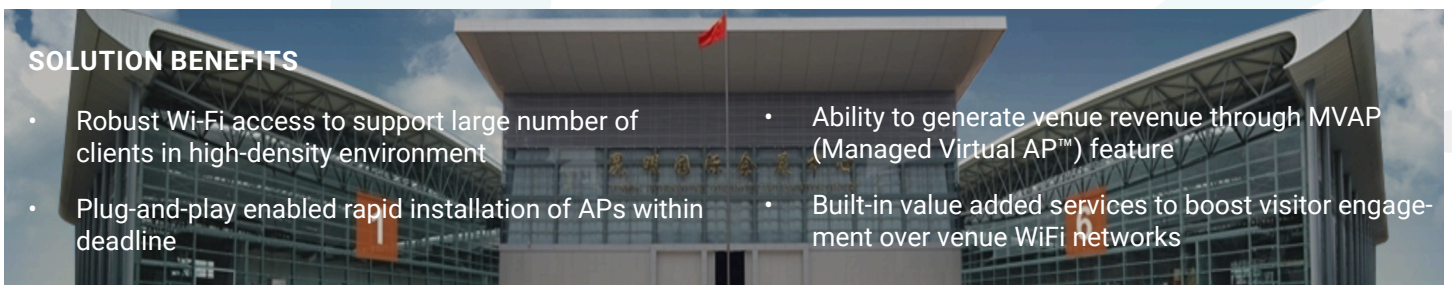
WLAN: one for ordinary visitor, one for VIP visitors, one for internal network connection, and one as a long-term general public service. During the event, according to the statistic, these networks reach from 9,000 to 10,000 connections per day with high performance and stability. Additionally, UREC manages the creation of tenant accounts for exhibitors. Using the deployed network along with the MVAP capability, KMICEC is able to provide exhibitors with unified wireless access, as well as value-added services on a per-event basis. Doing so enables a best-in-class network and extremely flexible managed service. Whether in a specific area, an entire hall, or across the whole convention venue, exhibitors can set up branded WLAN networks to promote their company, products, and service and also to digitally engage event attendees. Exhibitors have the flexibility to name WLAN SSID as needed for promotion of advertising as well as configuring specific networking and security policies. MVAP provides exhibitors with WLAN service self-management, promotion via captive portal pages, multi-screen engagement, enterprise mobile app distribution, and social media account promotion. Access to such capabilities, enables exhibitors to achieve enhanced engagement and analytics to improve the return-on-investment events hosted at KMICEC can provide.

Due to the nature of exhibition events, which are time based and change frequently, the intuitive Relay2 Cloud Service Manager offers flexible and fast management capability for all MVAP groups in a dynamic and real-time manner, including add, changing, and removing policies or data statistics etc. Such flexibility is ideal for meeting the convention center's business operation and daily management requirements. Commenting on the deployed solution UREC stated that "Based on Relay2 Service-Ready Access Point™ and Managed Virtual Access Point™ solution, the WiFi amenity services puzzle convention center have struggled with for years has been solved. Beyond that, the deployment also enables more value-added services over the same platform."

For exhibitors, using MVAP can reduce the expense and complexity of duplicating and coordinating their own physical network deployment, as well as the cost & time of optimization, especially when lacking on-site IT expertise and resources. Instead efficient and high-performance branded network access is purchased as an amenity service. If exhibitors have any special configuration requirements, staff either at the venue of back at headquarters can use their own dedicated management login to access the cloud management system remotely. With MVAP, the exhibitor doesn't experience any downgrade to available features compared to owning the physical network themselves so they retain the autonomy and flexibility of business management.

As a result, KMICEC now views their high performance wireless network as one of the principal factors for differentiating the venue and for developing event and enterprise business. Through the public WiFi network, their social media (WeChat) account has received 30,000 fan check-ins, and supported live field report

through social media, with 7,000-8,000 reading per report. This provides tremendous business value to both KMICEC and their exhibitors.

After observing the impact of the network in use, UREC commented that, "Using the solution, KMICEC has now provided public WiFi services for over 400K visitors, meanwhile making the Kunming International Convention and Exhibition Center WeChat account the most professional with highest active usage of any in the Yunnan exhibition segment. This hugely improves the convention center's business performance and market image. Both the customer stickiness and enterprise revenue have increased as a result. Making reliable network and managed WiFi services one of the most critical factors for the success of the venue."

ABOUT RELAY2, INC.

Relay2, a leader in cloud-managed wireless networks, helps businesses and service providers transform legacy managed services into complete ROI-generating business solutions. Relay2's pioneering Service-Ready Access Point enables cloud-managed applications and content to be hosted at the network edge, as close as possible to mobile customers, guests, and employees. The open Relay2 platform makes it both simple and low cost to leverage a foundation of high performance WiFi to build, deploy, and manage innovative edge applications that provide rich connected experiences.

Headquartered in Milpitas, California, Relay2 was founded in 2011 and is a privately funded company led by an experienced team of industry veterans.

Visit www.relay2.com to learn how Relay2 can boost your venue services sales.