



FIERA MILANO

OVERVIEW

The Fiera Milano is the third largest exhibition center in the world spanning more than 400,00 square meters of indoor and outdoor space and attracting 5 million visitors and 30,000 exhibitors each year. With 20 separate pavilions, the Fiera Milano hosts 50 exhibitions a year.

REQUIREMENTS

- Turnkey, high capacity Wi-Fi indoor/outdoor infrastructure
- Support for thousands of concurrent clients
- Ubiquitous and strong signal coverage everywhere
- Reliable Wi-Fi meshing between APs
- Ability for the Wi-Fi network to adapt to changing environmental conditions
- Redundant and scalable centralized WLAN management
- Cloud-based Wi-Fi location services

SOLUTION

- 500 Ruckus ZoneFlex 7782 outdoor APs; ZoneFlex 7372 and R700 indoor APs
- Ruckus cloud-based Wi-Fi location service
- Redundant ZoneDirector 5000 controllers

RESULTS

- Higher performance and more pervasive Wi-Fi coverage
- More concurrent users connected at higher data rates
- Simplified, centralized and scalable WLAN management
- Ability to monetize Wi-Fi location data as a value-added service to customers



case study

FASTWEB

Monetizing Wi-Fi Location

FIERA MILANO AND FASTWEB INNOVATE NEW REVENUE GENERATING WI-FI SERVICES

Fiera Milano had a plan. It wanted to transform Wi-Fi from a basic connectivity service into a revenue-generating platform that enabled value-add proximity marketing to its customers.

The third largest exhibition center in the world spanning more than 400,000 square meters, the Fiera Milano attracts some 30,000 exhibitors and 5 million visitors to more than 50 exhibitions each year.

With the sharp increase in the use of smart mobile devices and applications by its customers, Fiera Milano saw an opportunity to leverage Wi-Fi location services to deliver more detailed data and user analytics regarding the behavior of delegates attending the exhibitions. Exhibitors wanted this information to identify traffic trends so they could customize marketing efforts to prospective customers.

Yet just getting Wi-Fi to work at all within busy exhibitions is one of the industry's biggest challenges. Fiera Milano's legacy Wi-Fi network was a case in point as it simply wasn't capable of delivering the level of concurrent client capacity, performance, interference mitigation or location services required to realize the Fiera's vision of Wi-Fi.



ABOVE: The 3rd largest exhibition center in the world, Fiera Milano is delivering Wi-Fi location information and analytics to its customers as a revenue generating service.

Wi-Fi Location

Fiera Milano

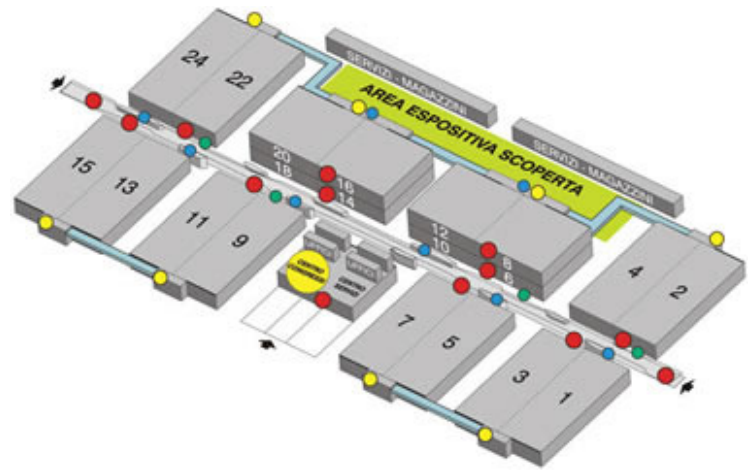


So the Fiera Milano turned to FASTWEB, one of Italy's premiere telecommunications providers. FASTWEB was tasked to not only construct a carrier-grade Wi-Fi infrastructure capable of handling the Fiera's ultra high density environment but one that could be used as a utility to monetize location data in a revenue sharing model with Fiera Milano.

"This was a massive and ambitious project that had never really been attempted on such a large scale," said Onofrio Pecorella, Director of Public Sector Sales for FASTWEB's Enterprise Business Unit. "We realized to do this right, we needed best products and technologies designed to deliver a first-rate carrier-class Wi-Fi service that was location aware," Pecorella added. "Ruckus was the best choice."

FASTWEB's requirements to build a new, state of the art Wi-Fi infrastructure, included the use of carrier-grade indoor and outdoor Wi-Fi access points, reliable wireless meshing in areas where Ethernet cabling was prohibitive, a scalable, centralized and highly available management system, as well as a location-based Wi-Fi service that could provide a rich set of user analytics such as unique and repeat visitors and average user dwell times.

To meet this challenge, FASTWEB selected and deployed Ruckus Smart Wi-Fi products and technology throughout the Fiera. Ruckus was uniquely able to provide a comprehensive Wi-Fi product and services package that included all the requisite technologies needed for a successful deployment. And in less than two months, FASTWEB deployed 500 Ruckus indoor and outdoor Smart Wi-Fi access points throughout the complex, all managed through redundant management controllers installed in FASTWEB's data center. Wireless meshing was enabled to eliminate the cost and complexity of pulling Ethernet cabling to locations where none existed but service was required.



ABOVE: The Fiera Milano hosts 50+ exhibitions each year, attracting over 5 million visitors to its massive 400,000 square meter facility with 20 different pavilions.

BELOW: A Ruckus R700, 802.11ac access point painted red, provides service within the Fiera's huge auditorium.



Wi-Fi Location

Fiera Milano



“With Ruckus Wi-Fi location services we’ve turned Wi-Fi into a real revenue generator that adds unique business value to our own customers.”

Ernesto Bonfanti
CIO
Fiera Milano

Over the new Ruckus Smart Wi-Fi infrastructure, FASTWEB enabled the Ruckus Wi-Fi-based location service for real-time and historical analytics that could be re-packaged and sold to conference organizers and exhibitors.

“There’s no question that we now have in place the most advanced Smart Wi-Fi infrastructure that allows us to provide valuable business information to our customers to help them maximize their own revenue opportunities,” said Ernesto Bonfanti, Chief Information Officer at the Fiera Milano. “What FASTWEB has done with Ruckus technology is nothing short of incredible.”



ABOVE: Ruckus location based service gives FASTWEB at-a-glance real-time and historical WI-Fi location data.

