

SOLUTIONS BRIEF

LARGE PUBLIC VENUES

Stadiums, conference centers, airports and other large public venues attract tens of thousands of visitors each year. Armed with their own wireless smart devices, these fans expect seamless, always on connectivity to order products, engage with others, and navigate around. Ensuring the best possible user experience on the network within these venues is essential for driving revenue for the business. For IT staff, however, quantifying the user experience has become untenable. Voyance now delivers the ability to manage user performance for all devices connecting to the network, analyzing every client network transaction to pinpoint where, when and why user performance problems occur. With it, network staff can now compare the user network performance of different events, automatically identify specific problem spots across the entire network impacting device performance and baseline devices, services, applications and WAN links to ensure the best possible fan experience.

KEY ISSUES

- Provide a reliable, uninterrupted user experience on the venue's network
- Gain visibility into how your customers are experiencing your network as part of your brand
- Identify event-specific issues and trends, allowing IT to optimize the network and user experience
- Support for access to real-time content, social media applications, and other venue fan engagement apps
- See device onboarding load and trends for the venue network
- Meet user expectations of constant device access

USE CASES

- Validate optimizing changes from one event to the next
- Real-time and historical insight into key devices on the network (digital signage, video monitoring, press devices, etc.)
- Quantify and assess the ROI of infrastructure changes
- Isolate problematic areas inside a venue that require focused IT resources and tuning with map-based visualization
- Understand common pervasive issues during events
- Identify and amend new external changes in the IT environment with immediate and adverse impact on users

QUANTIFIABLE BENEFITS

- Dramatically improve user and fan experience
- Historical and ongoing views into committed SLA agreements with venue manager service provider
- Single and complete data source for IT operations and across groups, from the internal IT team to the external manager service provider
- Quantify performance of IT service levels across events over time, including visibility into performance of headless IT systems (digital signage, concession devices, etc.)

RESULTS and RETURN ON INVESTMENT

- 10-50% increase in production/operational efficiency
- 40-50% reduction in time to find and fix network issues
- 45-55% improvement in device and client productivity
- Ability to demonstrably improve top line revenue
- ROI validation of infrastructure changes and upgrades.

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CROWD PLEASER

- Venues need to maintain excellent, consistent network access for the large volume of visitors that pass through their doors every year. Tens of thousands of users expect uninterrupted, error-free access, quickly. The ability to quickly identify and improve issues in connectivity means a better brand experience for all users.

EVENT-SPECIFIC INFORMATION

- Quickly identifying event-specific trends and issues can dramatically improve user experience. Real-time and historical insight into usage and map-based visualization help IT staff to act proactively to improve network access for future events.

BETTER WI-FI STABILITY AND PERFORMANCE

- Quickly find and fix roaming issues, dropped connection and other Wi-Fi problems causing user service disruption. Wi-Fi performance is measured and analyzed across a variety of dimensions to pinpoint where problem are hiding. And proactive remediation suggestions help network staff stay ahead user issues.

SINGLE SOURCE OF TRUTH FOR NETWORK TEAMS

- All user performance, application health and network service behavior across the entire network are analyzed within Voyance so different network and IT teams are working from the same facts without costly and cumbersome manual data analysis or cross-stack correlation.

REPRESENTATIVE WORKPLACE DEPLOYMENTS



San Francisco International Airport



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CASE STUDY: Thousands of fans, hundreds of tenants, excellent user experience for all

When SunTrust Park opened in 2017 as the new home for Atlanta Braves, the franchise knew the fan experience had to be flawless. The Park is one of the newest and most technologically advanced mixed-use development facilities in the county, with hundreds of tenants ranging from The Atlanta Braves to restaurants, bars and retail shops. Ensuring the access network infrastructure – from the point of connection to the application – delivers a great fan experience was job No. 1 for the Braves' IT team and its service provider Comcast.

THE BIG CHALLENGE

Delivering a positive and memorable fan experience in any athletic stadium is important for the franchise. Today that means providing a lot more than a cold beverage and a hot dog. Fans share their experiences on social media channels as they happen, and a poor WiFi experience could snowball if fans and visitors to SunTrust Park couldn't connect to WiFi and share their experiences on Instagram, Facebook, Twitter, etc. as they happened.

The Park WiFi system also supports digital ticketing and interactive kiosks fans can use to better navigate the park and find stores and concessions. And employees use the network to scan tickets and keep the lines moving so no fan misses the first pitch.

The Braves IT team needed to provide a well-functioning access network to deliver a positive user experience. This means quickly identifying and fixing the real root cause of an issue; and better still, anticipating and predicting where a problem might occur next and stopping it before it happens.

ENTER VOYANCE FROM NYANSA

Comcast introduced Nyansa and its user performance management and network analytics platform, Voyance, to the Braves near the end of the 2017 season. Voyance was able to provide immediate value to the Braves by identifying problems with the WiFi network that were causing poor user experience, such as misconfigured SSIDs and access points in the field camera pits that were not functioning properly.

Nyansa's cloud-based Voyance network analytics platform constantly measures, analyzes, and correlates every user/device network transaction, working seamlessly across Cisco or Aruba networks without any client software, hardware sensors, server agents or any intrusive additional network infrastructure.

As the Braves worked with Voyance for network monitoring and analytics, they discovered a way to get even more value from the platform as a possible revenue generator – and not just a tool for IT.

Voyance monitors every device transaction. In doing so, it tracks where the device (user) is located based on the access point the device is roaming to. This data provides insight into fan traffic patterns and frequently visited concessions and attractions within the park.

This data can be implemented into the Braves' business intelligence and marketing systems for targeted campaigns and offerings in highly travelled areas of the park. Eventually there may be an opportunity to push timely offers to the device.

THE BIG PAYOFF

Using the Voyance analytics platform for network monitoring, the Braves franchise has found a way to keep fans and employees happy. It also has discovered a way the tool may pay for itself by providing insight into the customer that could help drive revenue in concessions and retail sales.

With Voyance, the Braves get the best that network analytics has to offer: happy and engaged fans and a solution that truly makes IT a value center to the business.