

CASE STUDY:

“Always On” High-Density Wi-Fi and Analytics for Stadiums and Arenas



THE CHALLENGE

The Northeast Delta Dental Stadium in Manchester, New Hampshire, hosted fans from across the nation to experience the 2017 Eastern League All-Star Classic Game. Historically, the Stadium had provided no permanent Wi-Fi access or network.

As fans everywhere want to share their sports experience and excitement with other fans in the stadium, their friends and family at home, and their social networks, providing reliable, wireless internet access was crucial to delivering a world-class fan experience.

THE SOLUTION

BEI deployed a fully functional Wi-Fi network within only 3-days—providing coverage to all fan accessible areas, concourses, seating, suites and clubs. Our platform provided fans, staff, management and stadium owners with venue-wide, high-density always-on Wi-Fi, and provided management with the ability to capture and track fan usage and engagement data with just a few clicks. BEI’s captive portal collected valuable fan analytics that can allow for future engagement with the fans.

THE RESULTS

Over 1,000 fans connected to the network, moving more than 150 GB of data. In addition, more than 10% of fans took advantage of high-density wireless internet—an outstanding rate when you consider that the venue had no history of providing wireless coverage.

ABOUT BEI NETWORKS

For nearly 25 years, BEI Networks has transformed and improved end-user experience by delivering streamlined, efficient, and honest IT network solutions that remove fear, uncertainty, and doubt for our clients. BEI Networks provides strategic, manufacturer-agnostic assessments, streamlined network solutions, Wi-Fi & high-density Wi-Fi, program & project management, field engineering services, and tiered engineering support.

1,000+
FANS CONNECTED

100%
OF FAN ACCESSIBLE
AREA COVERED

150GB
DATA MOVED