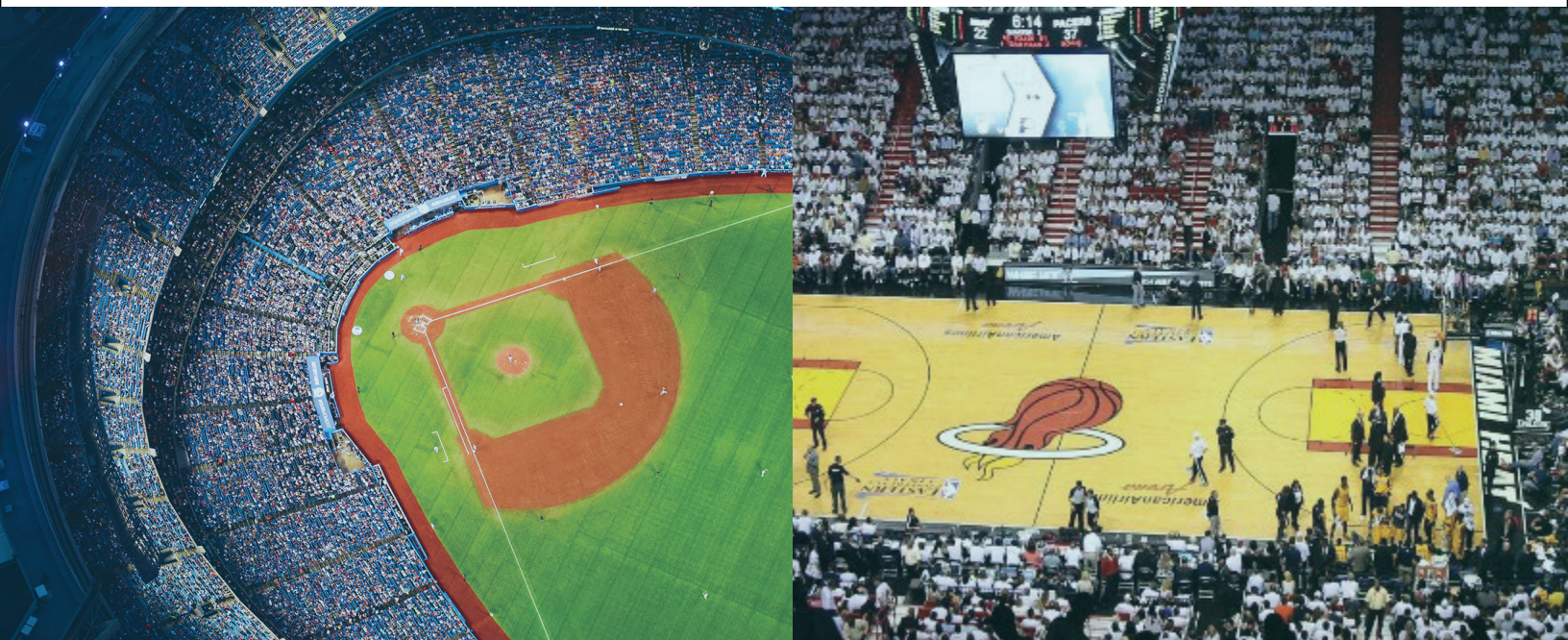




# WiFi Engagement & Analytics



## Stadiums

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A proven solution to increase frequency of visits, engage visitors, and drive revenue through your Guest WiFi

# The need for change

If it's not connected, then it isn't smart.

The smart stadium market was valued at \$6.8 billion in 2020, and is expecting to reach \$18.23 billion by 2025.

Fans and sports leaders alike believe that engagement and improving the overall game day experience is one of the top opportunities to increase revenue moving forward. In the current pandemic, keeping fans safe and well-informed needs to be a top priority.

The importance of connectivity and embedding smart technologies into operations to ensure fan safety, improve the experience and drive revenue is now more important than ever.



# WiFi Engagement & Analytics

Our goal is to make sure that physical spaces survive and thrive for current and future generations, by helping them to stay relevant and ensuring visitors enjoy going to them. We do this by turning them into Intelligent Spaces.

WiFi Engagement & Analytics is used in more than 65,000 venues, servicing more than a million end users every day. Customers include professional sports stadiums, retail stores, hotels, and large hospital and college campuses.

Through WiFi Engagement & Analytics, they have been able to gather insights and understand who their visitors are, how they behave when they're onsite, and how to deliver safer, more pleasurable experiences while reaping the rewards for their own business.

# An unconnected stadium

Many stadiums struggle with keeping fans informed throughout their space and using smart technologies to improve the experience and drive revenue.

In times of risk, when connection requirements are on the rise, and a need for high-levels of data confidentiality is required, stadiums need proven solutions to increase connectivity, increase reputation and generate revenue.

However, there are many key challenges being faced by those who remain unconnected:



## Fans

Unaware of updates and changes on government guidelines, leading to risk and low levels of satisfaction



## Fans

Heavily influenced by reputation and need to understand safety and benefits when visiting



## Stadiums

Heavily impacted during challenging economic times and left with limited ways to generate revenue due to closure or occupancy limits



## Stadiums

Don't have a digital profile or understanding of their fans and struggle to communicate effectively, boost engagement and improve the experience

# Becoming 'smarter'

A connected stadium is only as smart as the data source it connects to, and what it can do with the created insights. In order to overcome the challenges of being unconnected, stadiums are developing WiFi communication programs to ensure engagement and education for all fans.

## Monitor

Understand total footfall, how fans move around and where they dwell - optimize to match, reducing safety risks and driving revenue

## Connect

Build digital fan profiles in order to get a clear view across stadiums, allowing tailored future engagement

## Protect

Provide updates on the latest government services, new mandates and monitor COVID recovery initiatives

## Engage

Use insight-based profiles to educate fans, increasing the social reputation of the stadium

## Reward

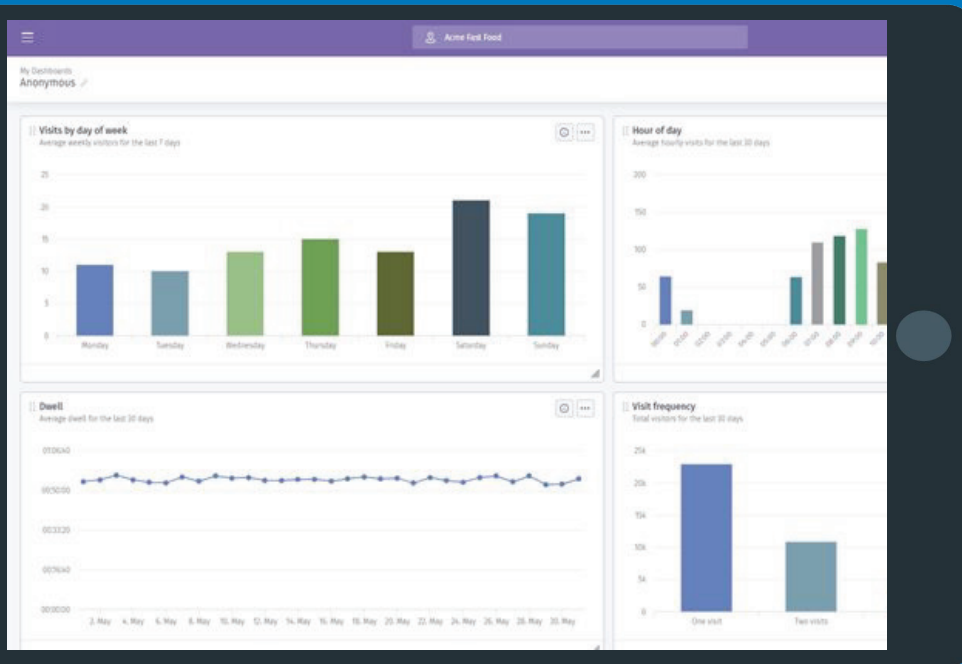
Leverage key fan data to create tailored campaigns that drive revenue across food, drink and merchandise sales

## Sponsorship

Monetize the network through various advertising sponsorship opportunities for local sports teams and huge sporting partners



# Monitor and measure

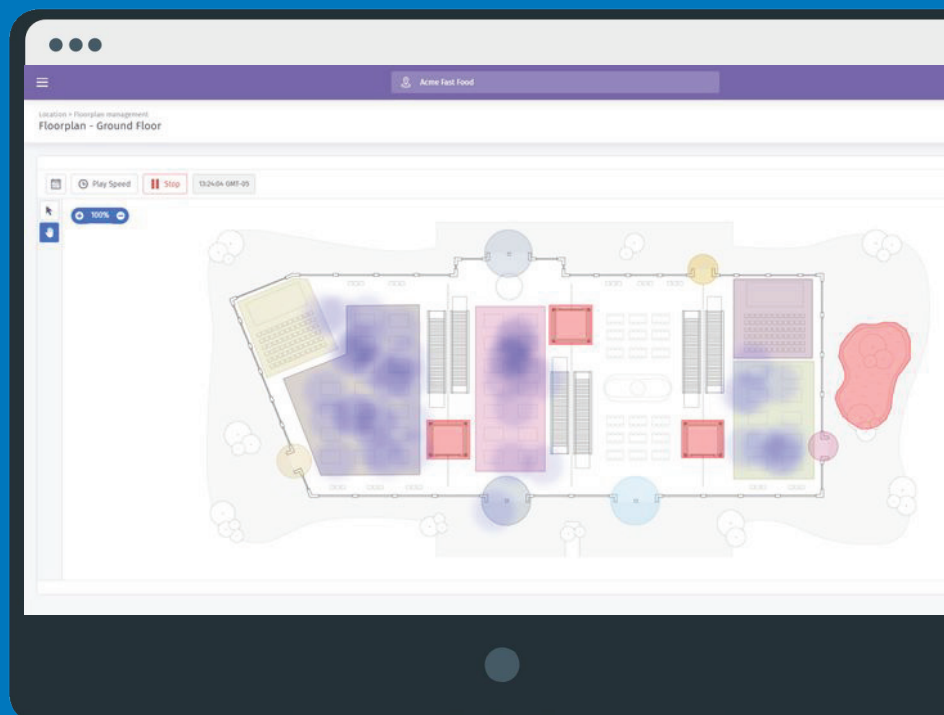


Presence, demographic and visit analytics bridges the gap between Google Analytics and the real world, offering real-time data and reporting using WiFi technology.

This information provides stadiums with an unprecedented level of insight into fan behavior and opportunities to engage directly.

By tracking the presence of devices across key areas of a stadium, it is possible to analyze trends such as traffic flow, occupancy and dwell.

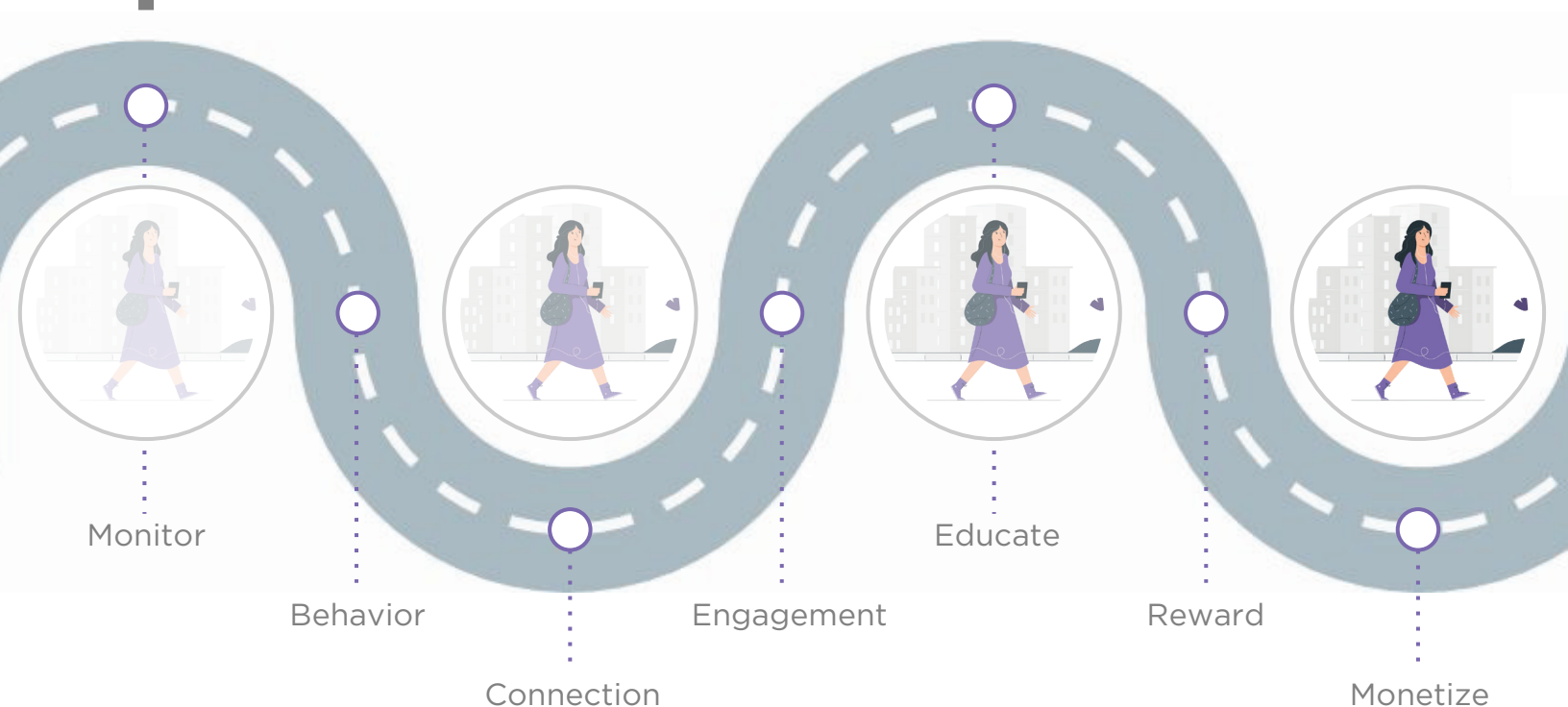
This insight enables stadiums to understand areas of risk, evolve guidelines for venues, ensure fans are educated and to provide the best, and safest experience.



# The power of connection

Successful stadiums have a clear plan in relation to how to connect to their fans, and most importantly use that connection to drive knowledge and engagement.

By understanding the fan journey, it is possible to capture key data in each step of the process, providing a much clearer view of the end-to-end journey and fan preferences. This digital profile enables stadiums to then communicate, engage, educate, reward and drive sponsorship in the most efficient way.



Each time a fan seamlessly re-connects, information increases and the stadium captures new behavior and preference data; increasing fan and visitor profiles.

# A business case

## Challenge

- AmericanAirlines Arena had relied on cellular DAS for wireless connectivity inside the venue. However, with the demand for a more immersive and content-rich experience during live events only increasing, there was an inevitable need for more bandwidth.

## Objectives

- Monitor fan movement throughout the arena
- Collate new customer data to add to their existing database
- Provide a personalized experience for new and returning fans and send timely, automatic communications to drive revenue



# 25%

Conversion to WiFi



# 28K

CRM profiles captured



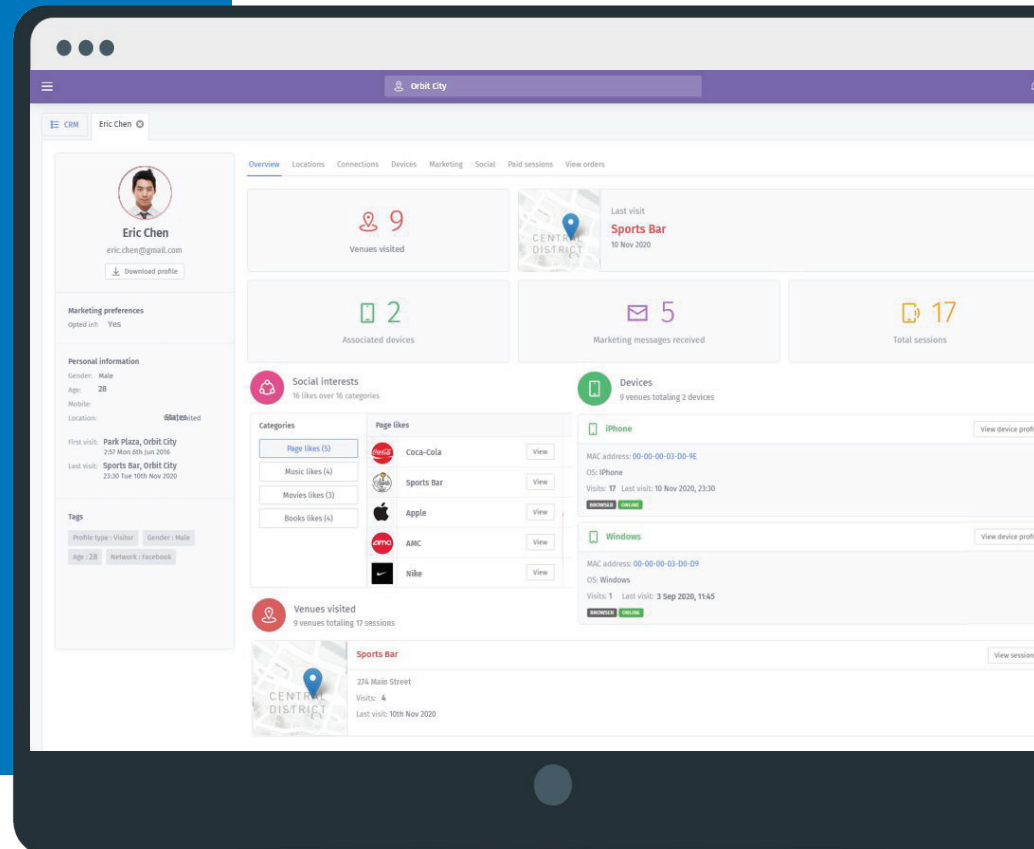
# >100K

Visits captured p/month



# Know your fans

It is possible to create a digital profile of all fans within a stadium by capturing key information in relation to their preferences and how they behave.



This information can be used by a number of key stakeholders. It supports stadiums to create tailored campaigns to drive new fans and repeat visits, as well as the information to develop loyalty programs for fans. All of this information can be exported directly into existing marketing and CRM solutions, or combined with existing databases.

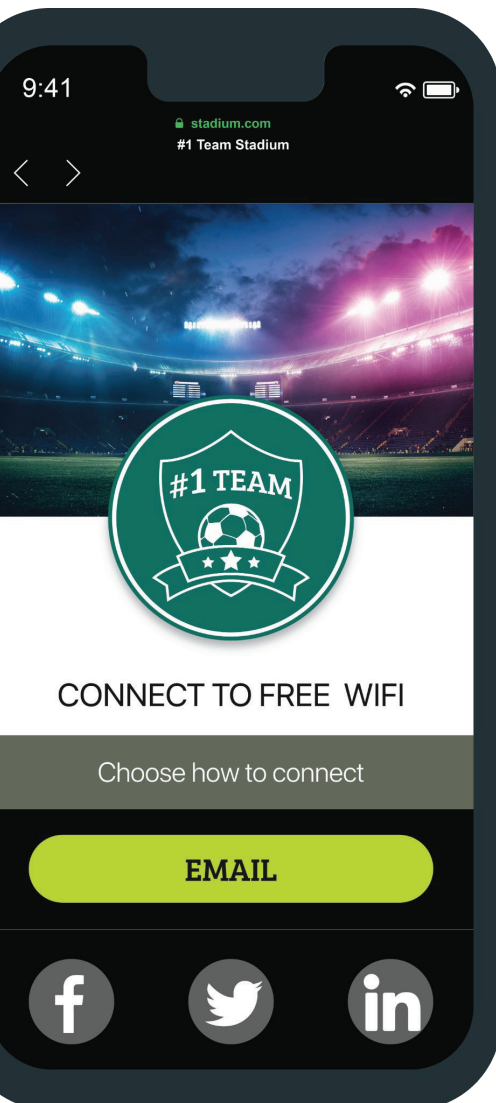
Provide a secure and private connection to boost connectivity within the stadium and improve the fan experience

Educate to ensure safety and keep fans up-to-date with ever-changing guidelines

Leverage behavior and preference data to provide tailored offers; leading to more revenue and optimizing costs

# Engage and evolve

Once a clear communication program has been established, it is much easier to connect and engage with fans within a stadium. Through segment-based education, feedback, promotions and rewards, it is possible to start the process of driving revenue, directly within the stadium, and across the channel.



## Fans

Educate on new promotions and offers across food, drinks and merchandise to drive spend across the channel

## Education

Keep fans up-to-date and well informed with important safety information and changing guidelines

## Businesses

Drive increased revenue through delivering a personalized experience, offering third-party sponsorship opportunities and advertising

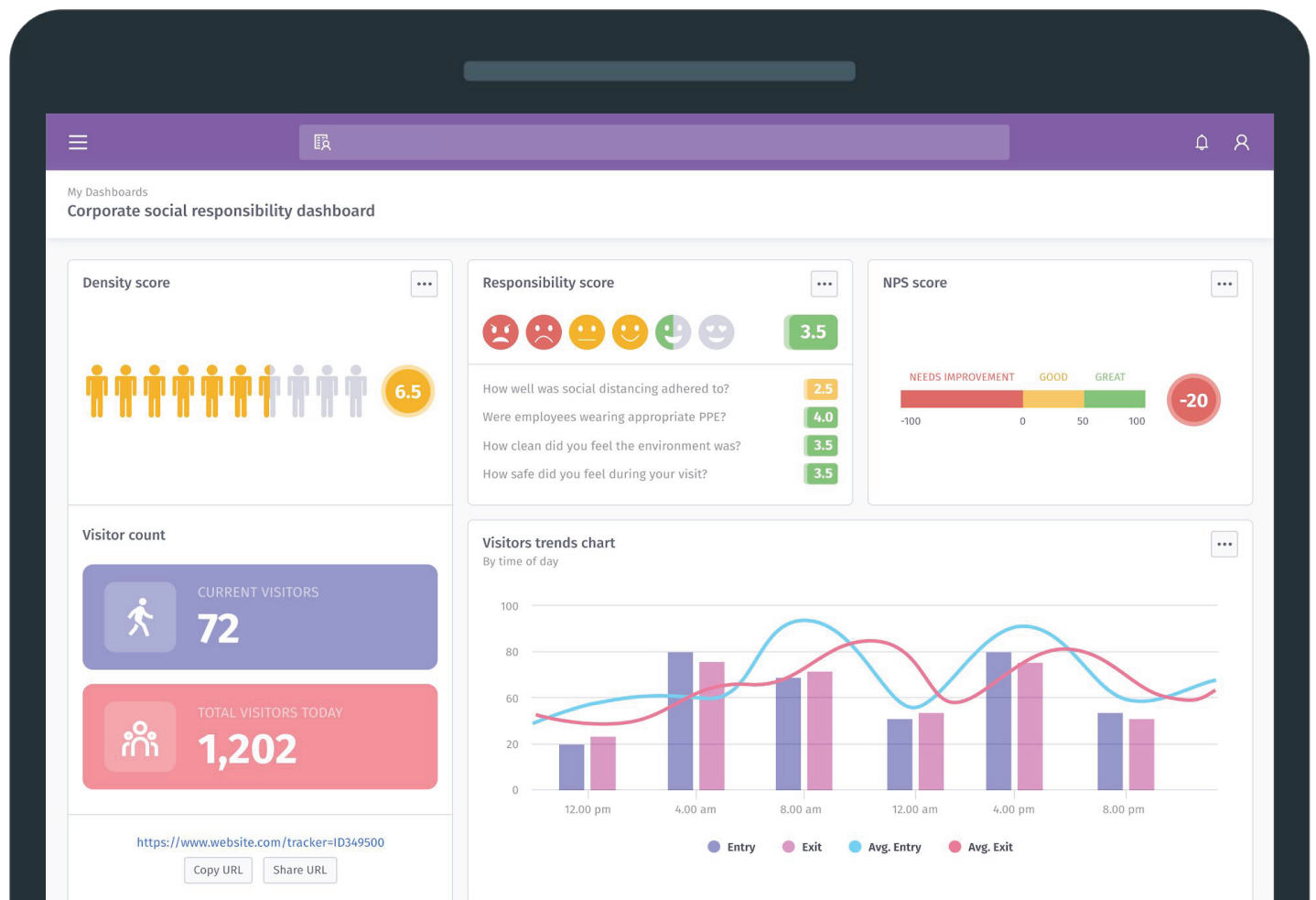
## Retention

Keep fans coming back for more with experiences they won't forget. Capture new fans and encourage them to return.

# Educate and keep safe

Safety comes in many forms and WiFi Engagement & Analytics has you covered on all of them. Whether it is education to fans in order to keep them away from risk – to ensuring their personal data remains confidential and private.

As isolation restrictions start to lift and businesses progress through phases of recovery, it will be essential for stadiums to monitor discipline to agreed legislation. Stadiums will need to adhere to occupancy limits and levels of hygiene that can only be monitored efficiently if conducted through a connected stadium. Stadiums with areas where they are failing, or where fans feel unsafe, can be identified quickly and can take corrective measures to protect their fans and ensure a safe experience with high fan satisfaction.



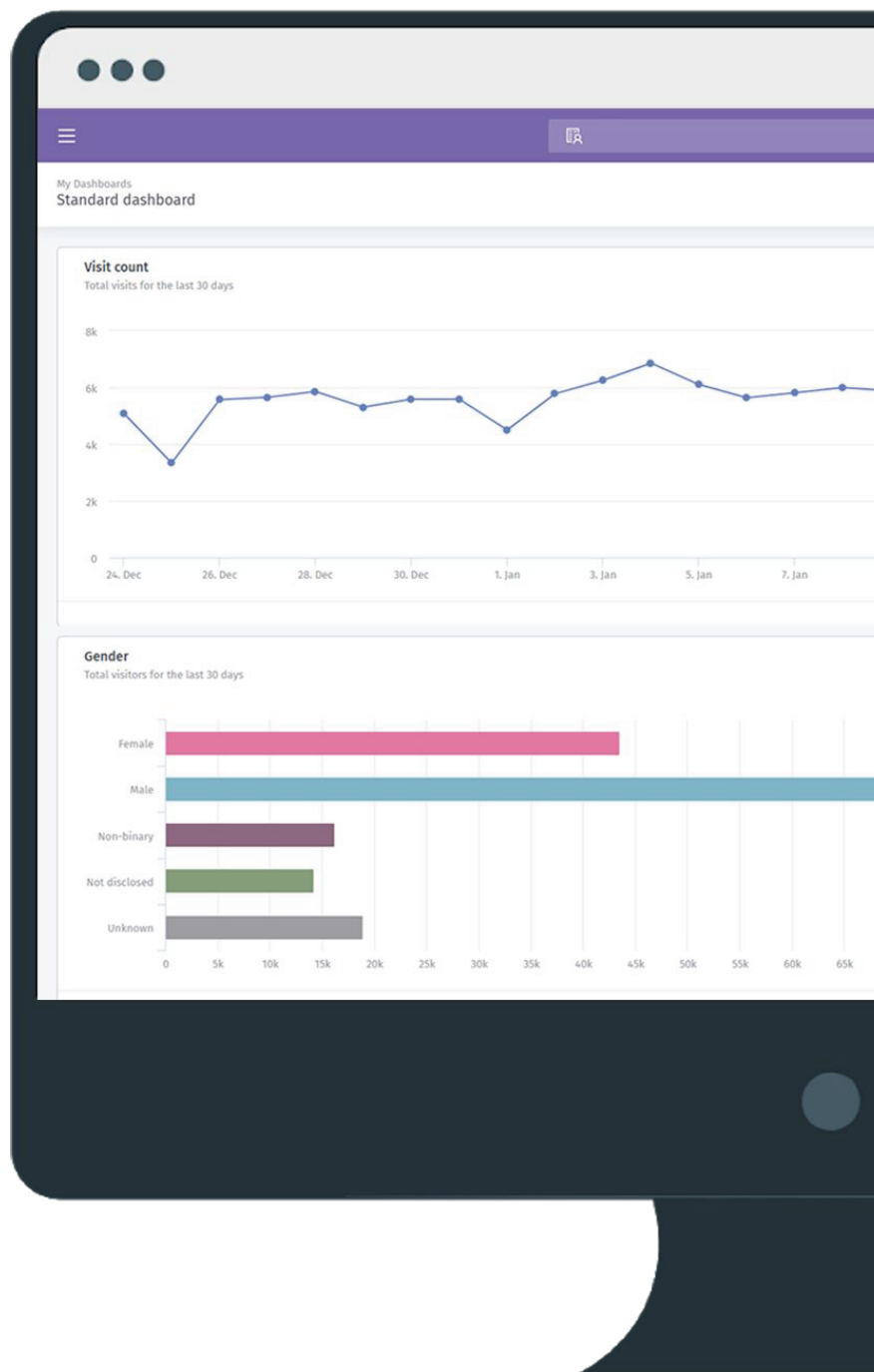
# Actionable insight

With our cloud software enabled over the existing WiFi network, it is possible to access a wealth of rich WiFi analytics.

Similar to website analytics, the platform provides real-time customer data and insight including name, age, gender, social interests, contact information, location, footfall, dwell, frequency of visits and much more.

All of the data collected is stored within a centralized, enterprise-class reporting suite, ready to be analyzed and create action.

In addition, it is possible to export digital profiles and all data points directly into stadium marketing and CRM solutions.

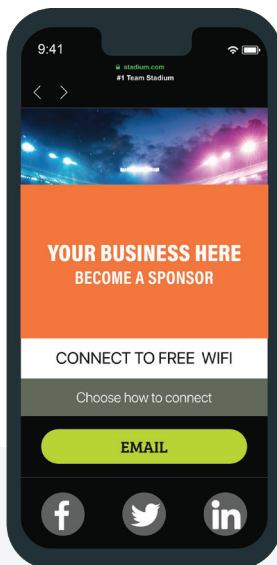


# Self-funding programs

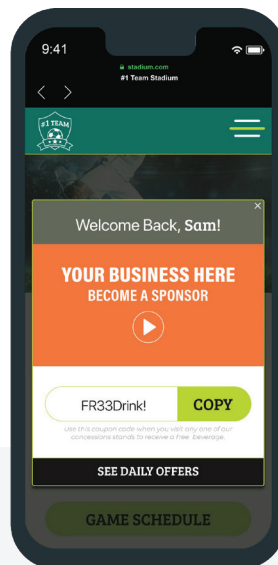
WiFi Engagement & Analytics provides stadiums with the opportunity to drive revenue through sponsorship and advertisement.

Allow key sports partners to purchase advertising space throughout the access journey. These sponsorship programs leverage demographic and behavioral data that has been captured through interaction with the end user.

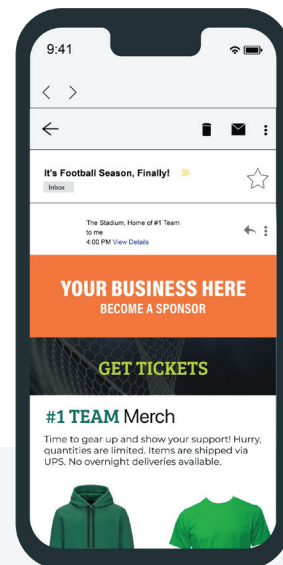
Sponsorship dollars that are generated based on targeted marketing can then be used to further improve services. This can increase the quality of the service or expand the coverage across stadiums. As more data is captured, the insight becomes increasingly valuable and drives stronger return on investment for all stakeholders.



Local sports advertisement



Work with major sponsors



Present tailored rewards to fans



# Great data, great responsibility



**Compliant**

Since beginning in 2012, data security has been at the forefront of our business and we've always gone a step further by providing visitors, from the moment they log in, with an easy to read and digestible terms of business and privacy policy which enables visitors to manage their marketing preferences, quickly and stress-free.



**Accredited**

That's why we've made it our responsibility to ensure not only that WiFi Engagement & Analytics is compliant with the new regulations, but all of our customers are aware of what the changes are and how it could potentially affect them.



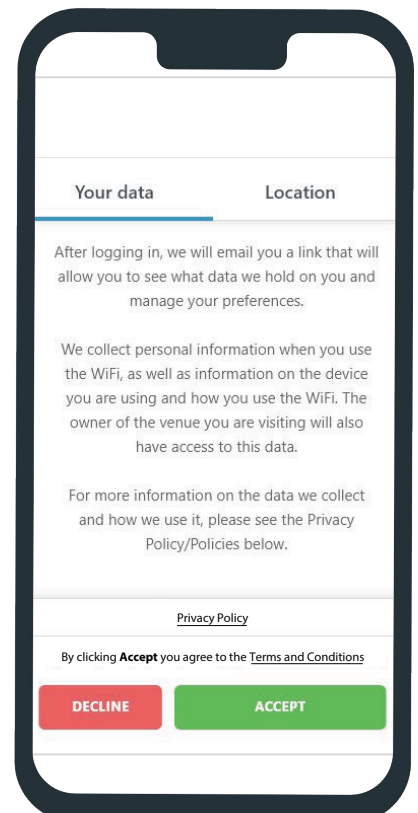
Google Cloud

**Secure**

As well as ensuring data protection for stadiums, WiFi Engagement & Analytics ensures that the end user is equally protected. It is possible for them to view and amend their data settings; ensuring that they are comfortable with how their information is shared and used.



**Regional Compliance Examples**



# Stakeholder rewards

On average, 20% of people will login to free WiFi when it's available. Yet stadiums, conference centers and large public venues don't know how to optimize the WiFi experience for fans and leverage the data it produces.

By leveraging this insight, it is possible to drive clear rewards for all key stakeholders:

- Fans get an improved experience
- Stadiums can connect better than ever with their fans to drive more visits and increase spend
- Stadiums can educate and keep their fans engaged and safe, while increasing revenue
- Sponsors receive much better return on investment

## Fans

Increased connectivity  
Improved experience

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**7x**

Increase in WiFi  
demand

## Businesses

New fans  
Higher average spend  
Increased visits

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**24%**

Increase in  
customer visits

## Stadiums

Fan satisfaction  
Improved reputation  
Increased revenue

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**4.8★**

Happy fans and  
visitors!

## Sponsors

Actionable insight  
Tailored campaigns  
Optimal mktg spend

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**100+%**

Return on  
investment

# The Power of WiFi Engagement & Analytics

WiFi Engagement & Analytics customers include some of the largest stadiums, biggest retail brands, and highest ranked healthcare campuses and hospitality venues in the country.

Whether your business is looking to capture key visitor data, build detailed visitor profiles and reports, or segment data to improve visitor engagement and increase revenue, we offer the tools and reporting functionality to transform your physical space and deliver exceptional visitor experiences. Contact our team to learn how you can put your WiFi to work for you.

## About Telesystem

For over 25 years, Telesystem has been empowering businesses across the country with a range of innovative network, communication and collaboration solutions designed to address the business-specific needs of each customer. Guided by strategic partnerships and a customer-centric mission, these customized solutions are backed with white-glove implementation and 24/7 US-based support.

Telesystem currently delivers enterprise collaboration solutions and networking services to businesses nationwide. Their customers include hospitals, universities, local public and private school districts, banks, multi-location retail establishments and regional government offices, to name a few.

