DELL EMC WI-FI SOLUTIONS AND SERVICES FOR STADIUMS AND PUBLIC VENUES

Enriching your audience experience

ESSENTIALS

- Deliver reliable and scalable Wi-Fi connectivity
- Engage fans with more interactivity, fun, and convenience
- Increase revenues with new value-added services

Business Challenges

Today's fans are more connected than ever, and want the ability to easily share their experiences during live events with friends and family. As fans use their smartphones to share streaming videos, photos, and engage with others via social media, the limits of cellular networks are often stretched to capacity. This is especially true at sports stadiums and large public entertainment venues. To deliver the best fan experience, you want to meet and exceed the rising expectations of today's smartphone-equipped audiences. Your fans expect reliable, fast and frictionless Wi-Fi connectivity, but today, the infrastructure for many venues is inadequate and doesn't meet the demand. In addition, your venue needs a seamless integrated ecosystem that supports transactions across facilities, vendors, and staff. Finally, venue operators lack the software and analytic tools to help them connect with their fans, make better decisions, and drive more revenue.

Business Opportunity

Operators and decision-makers in stadiums and large public venues are working with Dell EMC to transform their overall fan experience. Adding a robust Wi-Fi network presents a big opportunity for venue owners to connect with their audiences, monetize interactions, and improve fan engagement.

Captivate your audience: Wireless connectivity can be limited in large, crowded venues due to massive demand and poorly designed network infrastructure. After all, many venues were built before the emergence of smart devices. Ultimately, many venue networks fail to meet the expectations of data-hungry fans. Venues that adopt robust Wi-Fi technology can capture the attention of their fans with more engaging experiences through live video instant replays, multimedia, streaming radio, and advertising opportunities with dynamic content.

Integrate the ecosystem: Large public venues are burdened with disparate IT systems to serve the needs of staff, vendors and fans. Seamless integration of venue services like ticketing, parking, transportation, security, concessions, mobile ordering, and loyalty programs can be achieved through a centralized orchestration layer, connecting fans to your own "smart city".

Make better decisions: Venue operators can collect and analyze real-time insights to develop closer relationships with fans. Connect their movements to generate location-triggered coupons, improve security and safety, and interact with your guests in new, personalized ways to drive higher revenue per patron.

Services Description

Dell EMC Wi-Fi Solutions and Services for stadiums and public venues can help you transform your fan experience and accelerate deployment of a modern wireless solution that can serve as the foundation for an integrated ecosystem.

Experienced Dell EMC wireless networking, application, server, and storage experts have the integration expertise to deliver solutions to address the specific needs of your venue. Our comprehensive portfolio of services for venues provides guidance at every stage of implementation, from initial assessment and design, to onsite deployment and installation, to post-installation support services.

Dell EMC Services professionals and complementary solutions partners work collaboratively with your IT team to:

- Assess the capabilities of your current network, applications, and security infrastructure to identify areas of improvement.
- Design and deploy a robust, secure Wi-Fi network to deliver high-capacity, high-satisfaction, low-latency connectivity that your fans demand.
- Integrate existing systems with new value-added applications to unify your "smart city" ecosystem through a centralized orchestration layer.
- Identify digital signage opportunities and deploy TVs and displays to monetize wall space with advertising and sponsorships.
- Support your solution after installation to assure robust, ongoing operations before and during the event, and provide detailed business analytics after the event to make informed decisions.

At every stage, Dell EMC Services will deliver thorough and comprehensive reports and documentation to ease the transition, simplify ongoing operations, and to operate your venue more intelligently and profitably.

Summary of Benefits

Wi-Fi solutions should be robust yet require little effort on your part. Dell EMC Wi-Fi Solutions and Services provide you with expert network assessment, design, and installation to accelerate your realization of an enriched fan experience. Count on us to deliver networking solutions on-time and on-budget so that your venue can efficiently and effectively supply compelling services during events. By delivering robust Wi-Fi connectivity, you'll provide the foundation for rich media services that your audiences demand. You'll also secure a platform for new services that provide greater convenience for fans and ultimately open new revenue streams for your business.

The comprehensive expertise of Dell EMC in wireless networking, application, server, and storage infrastructure yields a robust solution that scales to meet the needs of your most demanding fans. By collaborating with Dell EMC, you'll gain best practices and solution partnerships to ensure that all aspects of your wireless solution function together. Your resulting Wi-Fi solution provides a solid foundation that scales to grow with the needs of your venue and delivers even more engaging fan experiences.

Learn more about
Dell EMC Services

Contact a Dell EMC Expert

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