



# Transforming Venue Agility and Visitor Experience

Stockholmsmässan innovates to stay ahead in the fiercely competitive global events market

“We’re bidding on events up to seven years in advance. So we need this in place for our venue to stand out.”

Lars Lindman, Manager IT Operation and Support, Stockholmsmässan

It’s 8:59 a.m. on event day in the Älvsjö suburb of Stockholm. The Stockholmsmässan Center opens its doors. Thousands of people pour in looking for Wi-Fi links for smartphones, tablets, and laptops. Meanwhile, barcode scanners, card readers, and thousands of other wireless devices come to life.

## Challenges

- Improve visitor experience
- Attract new and repeat business

Wi-Fi has become one of the most crucial factors in defining visitor experience and venue reputation and ranking. Lars Lindman, Manager IT Operation and Support, says, “Clients are really concerned about connectivity. So, today, the first question they ask is always about the quality of our Wi-Fi. In the cutthroat events market, that’s not just a nice-to-have. It’s a must-have.”

Stockholmsmässan has relied on Cisco since it first launched Wi-Fi in 2006. The business upgraded its wireless network in 2010. But by 2013 network traffic was soaring to unheard-of levels. “Close to one million people come to the venue every year,” says Lindman. “One large event alone can attract up to 18,000 visitors. And each person often has two or three mobile devices.”

## Case Study | Stockholmsmässan

Size: 240 employees

Location: Sweden

Industry: Events management





## Cisco Wi-Fi makes sure the venue stands out.

### Solutions

- New Wi-Fi standard in use within a month of launch
- Based on the Cisco® Unified Wireless Network with IEEE 802.11ac standard for high-density performance

### High-performing Wi-Fi

A Cisco Unified Wireless Network uses the latest IEEE 802.11ac Wi-Fi standard. It delivers high performance in densely crowded areas. That's important. The large venue has moving ceilings and might be required to host, for example, a sailboat show one day and adapt the next day for a business event. The 802.11ac standard offers better channel bonding, modulation, and input-output capacity.

### Fast rollout

Working with Atea, a Cisco Partner of the Year, the venue moved quickly from planning, design, and technical advisory services to the installation of Cisco 802.11ac access points, wireless controllers, and other Cisco infrastructure systems. Atea has been a trusted advisor throughout the whole project.

The 802.11ac standard was approved in January 2014. In February, it was already being used by tech-savvy guests at the Fibre to the Home Council Europe event. Today about 430 access points are in use.

### Venue is easier to adapt

Stockholmsmässan is more agile. In the past it's hosted 65 events in 100 days. The wireless network has helped improve event delivery. Floor layouts, for example, can be quickly changed and adapted to suit different client needs.

### Wi-Fi is more reliable

Visitors get a better service and all-round venue experience. Being able to offer the most advanced wireless access points on the market is another big plus. "We're bidding on events up to seven years in advance. So we need this in place for our venue to stand out," says Lindman. "And we know it's having a positive impact because we keep hearing from customers who've had bad experiences with other places."



## Results

- Better service and more agile event delivery
- Zero Wi-Fi problems
- Positive customer feedback
- World-class events booked for years to come

## New possibilities

While the network is already proving its worth, there are more features planned. At the moment, the venue uses beamforming and Cisco CleanAir® to improve the quality of Wi-Fi signals.



**Zero Wi-Fi**  
problems

Going forward, the center wants to start using Cisco Connected Mobile Experiences. This would allow the venue to track and study footfall. Such data can also be used to target advertising and promotions, or identify the best spots for amenities.



**Positive**  
customer  
feedback

## Products & Services

### Switching and Routing

- Cisco Catalyst® 6500 Series Switches
- Cisco Catalyst 3850 Series Switches

### Wireless

- Cisco Aironet™ 3700i Access Point
- Cisco Wireless Services Module 2

### Management

- Cisco Prime™ solution

## For More Information

To learn more about the Cisco solutions featured in this case study, go to [www.cisco.com/go/wireless](http://www.cisco.com/go/wireless)



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