



# Guiding conventioners in the right direction

ONS Foundation delivers valuable wayfinding and location-based services to improve the convention experience for attendees.

“Advanced location-based services provide the quality experience expected from a top industry event.”

– Jon Are Rørtveit, Vice President and Commercial Director, ONS Foundation

Offshore Northern Seas (ONS) showcases innovations in the oil and gas industry, making it important for ONS to provide a convention experience that is just as innovative.

## Challenges

- Provide quality service expected from a top industry event
- Lead by example through innovation
- Reduce event costs through streamlined operations

Every 2 years, the international oil and gas industry gathers at the Stavanger Forum in Norway to attend Offshore Northern Seas (ONS), one of the industry’s key exhibitions and conferences. As this is a leading industry event, guests expect a high level of service and innovation.

“We host more than 1000 exhibitors and 90,000 visitors, so digitising information can save us a great deal compared to printing maps, guides and updates,” says Jon Are Rørtveit, vice president and commercial director at ONS Foundation, the organisation that runs ONS. “By developing our own digital app, we also offer more forward-thinking services to our visitors.”

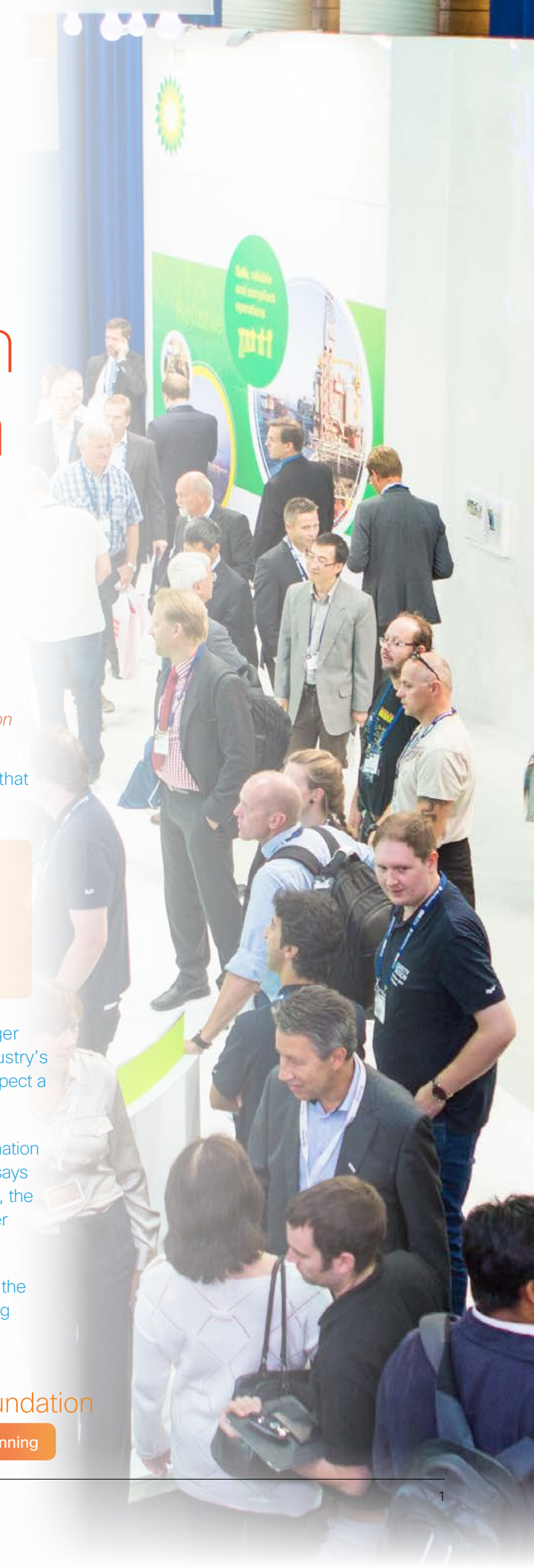
ONS occupies about 40,000 square metres in multiple buildings throughout the Stavanger Forum, so the foundation was particularly interested in introducing wayfinding maps to help attendees get around. GPS can’t provide accurate location coverage in buildings, so another solution needed to be found.

## Case Study | Offshore Northern Seas (ONS) Foundation

Size: 91,000 Attendees

Location: Stavanger, Norway

Industry: Event Planning





## Cisco Connected Mobile Experiences and MazeMap provide attendees with maps and navigation.

**Solutions**

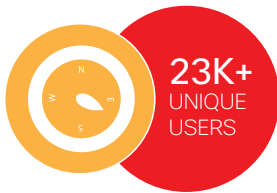
- Deployed Cisco® Connected Mobile Experiences (CMX) for real-time location data and analytics
- Integrated MazeMap with the ONS app to provide visitors with navigation services

### Real-time positioning and analytics

More than 23,000 unique users took advantage of navigation services at ONS 2014. With Cisco CMX Location Analytics, ONS identified and addressed congestion at the venue.

### Easy event navigation

MazeMap, a Cisco CMX ecosystem partner, delivered searchable and linkable maps using Cisco CMX data for indoor positioning. “Cisco CMX is a key component of our wayfinding solutions,” says Thomas Jelle, CEO at MazeMap. “Attendees can search for exhibitors on the ONS app and maps guide them to the booth they’re looking for.”

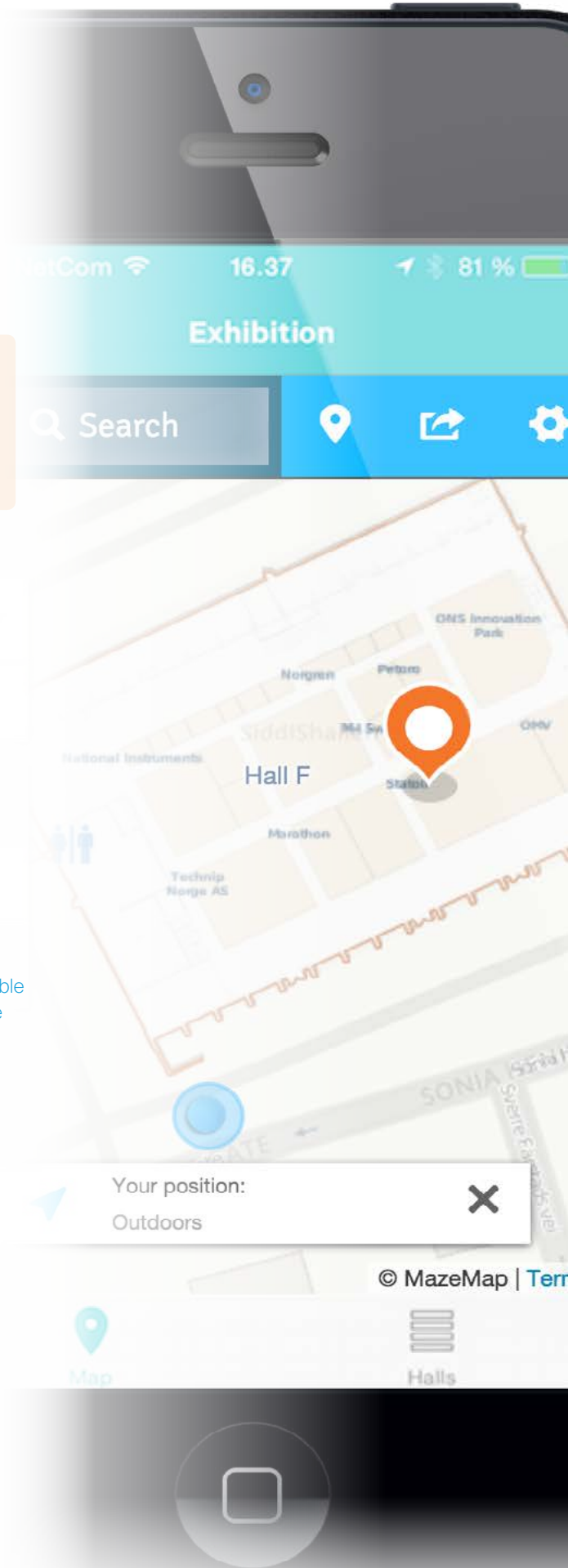


### Supporting thousands of connections

The Stavanger Forum venue was refreshed with new Cisco switches and wireless access points with integrated 802.11ac, delivering a highly reliable and scalable network. Cisco Prime™ Infrastructure provided monitoring for the entire network.

### Scaling wireless network

Attendance exceeded expectations at ONS with 91,000 attendees. “We were able to quickly identify any issues and easily add new access points,” says Elizabeth Skjæveland, IT manager, Stavanger Forum.





**Results**

- Improved attendee experience with accurate navigation
- Scaled quickly to alleviate network congestion
- Achieved high adoption with 23,000 attendees using wayfinding services

**Using location technology**

ONS is looking forward to deploying more features with Cisco CMX.

“Cisco CMX gives us many new possibilities for how we can interact with our guests,” says Rørtveit. “Demographic data and analysis help us identify what they appreciate the most.”



**Products & Services**

<p><b>Wireless</b></p> <ul style="list-style-type: none"> <li>• Cisco Aironet® 3700 Series Access Points with integrated 802.11ac</li> <li>• Aironet 1500 Series Outdoor Access Points</li> <li>• Cisco Connected Mobile Experiences (CMX)</li> <li>• Cisco 5508 Wireless Controllers</li> </ul>	<p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Cisco ASA 5515-X Adaptive Security Appliance</li> </ul>
<p><b>Routing and Switching</b></p> <ul style="list-style-type: none"> <li>• Cisco Catalyst 4500-X Series Switches</li> <li>• Cisco Catalyst 2960-X Series Switches</li> </ul>	<p><b>Network Management</b></p> <ul style="list-style-type: none"> <li>• Cisco Prime™ Infrastructure</li> </ul> <p><b>Map and Navigation</b></p> <ul style="list-style-type: none"> <li>• MazeMap Mobile Positioning Application</li> </ul>



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers and fax numbers are listed on the Cisco website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word “partner” does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2015 Cisco and/or its affiliates. All rights reserved. This document is Cisco Public Information.