

German Venue Achieves Highest Customer Satisfaction Score

Customer Case Study



darmstadtium gets competitive advantage with Cisco Wi-Fi experience and unified network management and security

EXECUTIVE SUMMARY

Customer Name: darmstadtium

Industry: Service Provider

Location: Germany

Number of Employees: 38

Challenge

- Meet bring-your-own-device challenges
- Create powerful venue differentiator in crowded marketplace

Solution

- Cisco Unified Access Network, with Cisco Prime Infrastructure for managing connected experience and 802.11ac wireless

Results

- Average user satisfaction achieves top rating
- Unique selling point created with market-leading wireless platform
- Ability to offer better customer experience at significantly lower price

Challenge

Named after a chemical element discovered in the German city of Darmstadt, the darmstadtium is a high-tech convention center with strong links to the city's business and academic communities. It has a bold, asymmetric design and offers 18,000m² of meeting space primarily used by banks, ICT companies, and academic delegates from the city's technical university.

The darmstadtium competes with a large number of rival congress centers. This fiercely fought-over market is changing as demand increases for bring-your-own-device (BYOD) connectivity. Visitors routinely arrive with up to three devices. Patrick Gaußmann, the mobile networking project leader at darmstadtium, says: "The surge in BYOD over the last seven years has brought a huge change."

To stand out from the competition, darmstadtium wanted to take the wireless experience to the next level with unrivalled connection speed and reliability. Technologies from four vendors, including Cisco, were evaluated. Key priorities included functionality, robustness, bandwidth, and outstanding in-house coverage across all public areas.

Solution

Already equipped with a Cisco wireless local area network (WLAN), firewalls, email and web security, the center chose Cisco® Unified Access for cohesive integration and ease of management. In particular, darmstadtium liked the way that Unified Access provided a simple foundation to support BYOD with unified management and optimized wireless performance. Another reason for choosing Cisco was speed to market with the new 802.11ac Wi-Fi standard, enabling 5GHz high data throughput.

"We always endeavor to keep up with new developments and the changing demands of our customers," says Gaußmann. "We wanted to transform our network to one enabled for BYOD and its challenges, in terms of managing huge demand spikes and different types of user devices. So we met the task by upgrading to Cisco."



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Patrick Gaußmann
Wireless Networking Project Leader
darmstadtium

The solution, installed and supported by SWS Computersysteme, includes 802.11ac wireless, a key component of Cisco Unified Access, which is enabled by 100 Cisco Aironet® 3600 Series Wireless Access Points and two Cisco 5500 Series Wireless LAN Controllers. This robust infrastructure ensures high wireless performance in terms of density, quality, and speed. Cisco CleanAir® technology helps further guarantee stable and interference-free access.

“We were particularly impressed with the skills and knowledge provided by Cisco professionals and their quick support for troubleshooting,” says Gaußmann. Cisco Prime™ Infrastructure provides unified management of wired and wireless domains via one pane of glass, making it easier to consolidate management tools and converge workflows. To safeguard its network, darmstadtium selected Cisco Email Security Appliance and Web Security Appliance to provide comprehensive protection in real time against malware and malicious Internet traffic.

Results

In the first four months of operation, darmstadtium saw customer satisfaction soar. With the old network, the venue was rated between 1.5 and 2.0, where 1.0 is the best score and 6.0 is the worst. That is now improved to a consistent 1.0 rating. The difference was powerfully illustrated with a remark from a German software company executive during a recent convention, who said: “You’re right at the pinnacle here; at the leading edge of what’s possible today.”

Building on superfast wireless connectivity, darmstadtium has also been able to refine its commercial offer, for example, by provisioning virtual LANs for 90 percent less than the price charged by a nearby competitor. “We are convinced that upgrading to our new Cisco Wireless Mobility solution represents a significant improvement in our IT infrastructure providing a unique selling point in comparison to other congress centers in Germany. Others just don’t have such high-performing systems,” says Ullrich Kordt, technical director at darmstadtium.

Next Steps

darmstadtium is considering extending its wireless platform to places that were previously hard-to-reach or cost prohibitive to service such as backstage areas.

For More Information

To learn more about the Cisco solutions described in this case study, go to:

Cisco Wireless Mobility: www.cisco.com/en/US/products/hw/wireless/index.html

Product List

Wireless

- Cisco 3600 Series Wireless Access Points with 802.11ac AP modules and Cisco CleanAir technology
- Cisco 5500 Series Wireless LAN Controllers

Security

- Cisco ASA 5500 Series Adaptive Security Appliance
- Cisco Email Security Appliance
- Cisco Web Security Appliance



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