



Digital Transformation with the Internet of Everything

Service Provider Customer Stories



For 30 years, Cisco has been committed to changing the way the world works, lives, plays and learns.

We have helped the world connect to the Internet, embrace voice, video, and data communications and blend technology and business together in ways that many thought were impossible. Together with our partners, we have been able to help our clients innovate, manage market transitions and turn technology into business advantage.

Two years ago, we began a discussion about the next wave of the Internet - a digitized world where the networked connections of people, process, data and things are brought together to unlock unprecedented business value. The power of the connections unlocks new types of data and insight, and physical and virtual

environments are blended seamlessly for greater business and societal outcomes. We called this new digital era the Internet of Everything.

Now the term “digital” is everywhere - digital transformation, digital business, and digitization are the key topics in nearly every technology or business conversation. While many are now defining what it means to be digital, very few have defined how industries, cities, and countries are becoming digital.

Cisco and our partners have been working with innovative clients around the world to help them digitize. We are building and implementing digital roadmaps and transformations in industries from manufacturing to retail to government. We are helping countries transform the citizen experiences, banks

reimagine the customer experience, and helping energy providers become more efficient. And we’re doing it today.

We invite you to read the stories of service provider companies who are using the Internet of Everything to become digital. They are turning technology into business outcomes and are truly changing the way we work, live, play and learn. And to read the stories of other industries, [click here](#).

Sincerely,

Mike Riegel
VP, Internet of Everything
Cisco

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Boingo Wireless Launches Passpoint Connectivity Deep in the Heart of Texas

Connectivity in airports is no longer a luxury in today's digital world. Rather, it is a necessity demanded by travelers to manage schedules, obtain boarding passes, check email, and stay connected. With a goal of improving and simplifying the consumer connectivity experience, Boingo Wireless pioneered the first commercial deployments of Wi-Fi CERTIFIED Passpoint™ networks in more than 25 airports.

Passpoint is an improved method for connecting to Wi-Fi hotspots, in which authentication is performed automatically and silently by the compliant mobile device and the "Passpoint Secure" hotspot, with no webpage redirects or logins, and no need for a special application.

Leveraging Cisco® Universal Wi-Fi for Service Providers, the Boingo team worked to launch Passpoint first in high-traffic locations serving tech-savvy audiences hungry for a better way to connect. Boingo built "Passpoint Secure" networks using the Passpoint (802.11u) standard at some of the most innovative

airports in the U.S., including a gateway to a bustling tech hub deep in the heart of Texas: Austin-Bergstrom International Airport (ABIA).

As the first to offer Wi-Fi to passengers in 2000, ABIA is a leader in airport connectivity. Understanding the impact that airport connectivity can have on the overall experience of travelers, ABIA was eager to introduce their travelers to a better way to connect via Passpoint. Boingo subscribers just need to download a Passpoint profile to their device, walk into the airport, and seconds later their mobile device has a secure, automated connection.

With a focus on improving the traveler experience by leveraging the best in new technologies and services, ABIA and Boingo are changing the customer service experience. Extending the Passpoint experience to more consumers in Austin through a roaming agreement with Time Warner Cable, and to airports and venues across the globe, Boingo Wireless is continuing on the journey to offer richer experiences created by connecting people, process, data, and things to the Internet.

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra

Boingo Wireless is leading transformation in the Internet of Everything as they have:



Improved the traveler's experience in the airport with Wi-Fi access



Enhanced Austin's tech-savvy culture by allowing travelers to share their unique Austin experience with their friends and family in real time

"We're thrilled to be at that leadership point in the industry where we're really setting [the gold standard] for how people connect. We have a great collaborator in Cisco. They've been instrumental in helping us set the standard."

Nick Hulse, SVP, Boingo Wireless

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Fira de Barcelona Reimagines Connectivity for Mobile World Congress 2014

Each year, Barcelona's trade fair institution, Fira de Barcelona, hosts over 70 European trade fairs. In the digital era, exhibitors and attendees expect Wi-Fi coverage throughout the events. During the world's largest exhibition for the mobile industry, Mobile World Congress (MWC), the event needed coverage for over 280,000 square meters.

Working with Cisco and partner, Unitronics, Fira de Barcelona built a network for the four-day show using Cisco® Universal Wi-Fi for Service Providers. The 4,000+ exhibitors from 200 countries were able to customize their experience with options such as bandwidth, concurrent users, custom SSID name, and private VLAN. Fira deployed a state-of-the-art Cisco Prime™ Infrastructure to manage, control, and assess the entire wired-

wireless network. They also installed Cisco Mobility Services Engine for location, rogue detection, and analytics. This resulted in granular customization to meet individual vendor needs. Fira collected and analyzed location information such as dwell times and top websites to enhance the event for years to come.

The Mobile World Congress 2014 broke the world record for Wi-Fi connections, sustaining over 20,000 simultaneous connected devices on the wireless network. The free public Wi-Fi bandwidth was raised to 16 Mbps per user, allowing staff to upload more than 280 GB of data in one day from a single access point – a record of its own. Taking advantage of the Internet of Everything (IoE), Fira de Barcelona connected its attendees, data, and devices to enhance the overall event experience.

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra

Delivering greater connectivity, Fira de Barcelona has:



A Wi-Fi network that supported 20,346 simultaneous connections at its peak



Support of 1,924 concurrent connections with a peak load of 530 Mbps during the keynote



Positive attendee feedback on social media

“We want to be attractive to exhibitors, and a state-of-the-art network helps us to achieve this. The value of this network is not only carrying bits. It’s also the information that can be pulled out of [those bits].”

Antoni Llevat, Telecommunications Manager, Fira de Barcelona

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Melita is Helping Turn Malta into a Smart Island with Cisco SP Wi-Fi

By 2020, there will be an estimated 50 billion things connected to the Internet; and service providers are in an enviable position. Sitting at the center of the Internet of Everything (IoE) to connect people, process, data, and things, service providers are making networked connections more relevant and valuable than ever. One such service provider, Melita, is laying the foundation for constant connectivity on the unique island of Malta.

On an island with many structures built from thick limestone, getting a wireless signal from point-to-point is not an easy task. Melita, the leading service provider on Malta, began thinking outside the box to change the way their customers get and stay connected. With their subscribers in

mind, Melita built an outdoor broadband Wi-Fi network using Cisco® Universal Wi-Fi for Service Providers that extends the Wi-Fi reach from set-top boxes in subscriber's homes. Using Cisco Wi-Fi, Melita customers can seamlessly take their high broadband speeds with them. Additionally, subscribers can connect in 20 popular outdoor zones across the island and to more than 50,000 indoor hotspots, transforming Malta into a connected island, ready to take the next steps toward digital transformation.

This innovative idea sets them apart from their competition because they have become one of the only providers who offer this kind of service. The Melita Wi-Fi service is wildly popular and is helping transform Malta into a smarter island.

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra

Melita is creating a smarter island by:



Simplifying the Wi-Fi experience so that after one login, a customer's device connects automatically whenever it is in range



Increasing speed of downloads, ranging from 30Mbps to 250Mbps

"To make the [Wi-Fi broadband] user experience simple is one of the hardest challenges. Working with Cisco was a positive experience because they understand that."

Simon Montanaro, CTO, Melita

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Smart City Networks Creates a Scalable, State-of-the-Art Wi-Fi Experience

In the digital era, connecting people, process, data, and things to the Internet creates richer, unique experiences. When it comes to trade shows, conferences, and events, a great Wi-Fi experience plays a key factor in attendee experience. However, this requires a flexible and scalable network. Just ask Smart City Networks, a leading provider of data and networking services to the convention center industry in the United States. Wednesday's banquet might have a few hundred guests while Thursday's conference may have thousands of exhibitors and attendees. Smart City Networks is able to scale the network quickly and easily to meet the event's needs, providing each customer with

the right solution. However, convention and event centers also want to make money from their Wi-Fi investment.

The solution for Smart City Networks was simple: Cisco® Universal Wi-Fi for Service Provider. Smart City Networks sells Wi-Fi hot spots and Wi-Fi buy-outs to their customers. In turn, the convention center will sell Wi-Fi to sponsors at the event. Overall, collaborating with Cisco has helped Smart City Networks increase satisfaction of event attendees and create new revenue streams for the convention centers they serve.

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra

With the Internet of Everything, Smart City Networks has:



Increased revenue generation



Increased deals signed with customers



Faster connections

“Our convention center customers can offer location-based advertising on mobile devices. It’s a way to provide a service and generate revenue at the same time.”

Mark Haley, President, Smart City Networks

Service Provider

Boingo Wireless

Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Spark New Zealand Delights Existing Subscribers and Attracts New Customers by Enabling Them to Connect

In the digital age where consumers expect fast and reliable connections, anywhere, anytime, and any place, service providers are faced with challenges like never before. New Zealand-wide communications service provider, Spark New Zealand (NZ), was no exception. The company continually looks for innovative services that will attract and retain cellular subscribers by offering constant connectivity for its customers.

Like other service providers today, Spark NZ wanted to find ways to offload traffic from its cellular network as subscribers connect more devices and use more video. To do so, they built more than 1,000 Wi-Fi hotspots on their phone boxes across the country with Cisco® Universal Wi-Fi for Service Providers. With the offload of

data from the cellular network to Wi-Fi, subscribers are enjoying connectivity everywhere – from city streets, to shopping centers, to ski resorts on remote mountain tops – allowing them to enjoy high-speed Internet access in unexpected places as they work and play. And with pervasive connectivity, Spark NZ is laying the foundation for businesses to become digital.

Existing subscribers are happier than ever, and new customers are signing up quickly. Spark NZ is leading the way for service providers in the Internet of Everything (IoE) era by better balancing cellular workloads and enabling the connections between people, process, data, and things.

Service Provider

- Boingo Wireless
- Fira de Barcelona
- Melita
- Smart City Networks
- Spark New Zealand**
- Telstra

Spark New Zealand captures value in the Internet of Everything with:



Increased customer satisfaction



Additional revenue from new customers



Greater capacity for more customers and more video

“People are amazed to say, ‘I can be on top of the mountain and have Wi-Fi.’”

Andrew Carr, Wi-Fi Commercial Development Manager, Spark New Zealand

Service Provider

Boingo Wireless

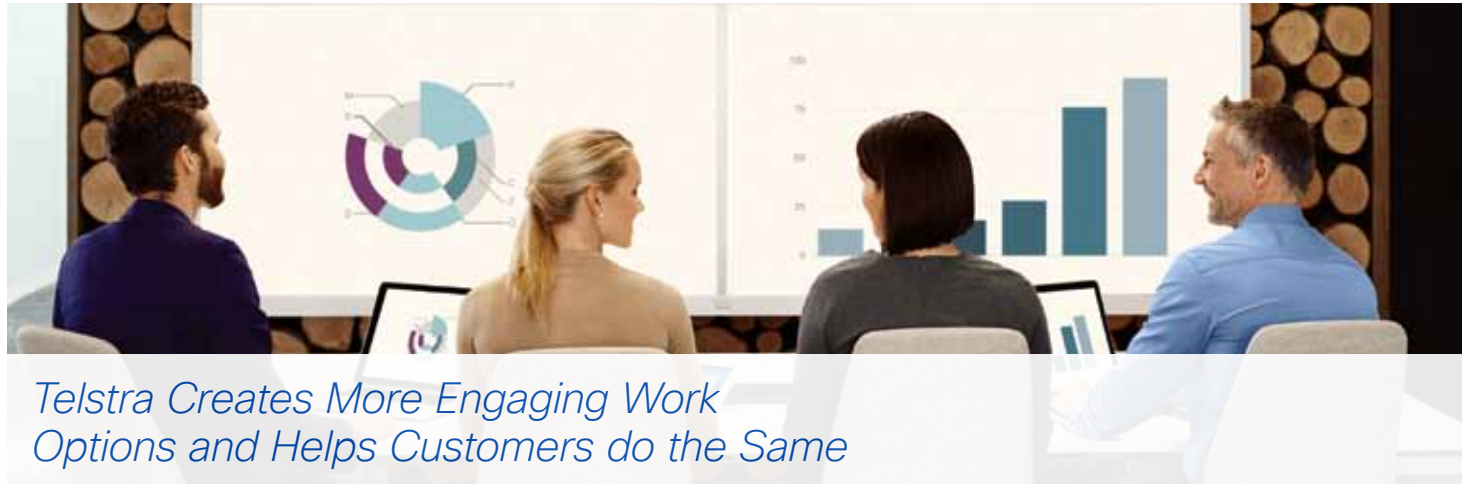
Fira de Barcelona

Melita

Smart City Networks

Spark New Zealand

Telstra



Telstra Creates More Engaging Work Options and Helps Customers do the Same

Service providers are at the heart of digitization and the Internet of Everything (IoE). Telstra, Australia's largest telecommunications and media company is shaping the future of how employees work and communicate to create a brilliant and connected future. To better connect people and processes, the company needed to transform their workplace to be a more collaborative and innovative environment.

Telstra partnered with Cisco to improve collaboration both internally with their workforce and with their customers.

Envisioning a digital workplace, Telstra is leveraging innovative technologies such as unified communications, mobile device, video, and social technology to positively improve the workplace experience. With Cisco® collaboration technology as a foundation, along with the Telstra Cloud Services powered by Cisco, the company is now able to showcase how they are innovating and leading change. In doing so, they are connecting their people, business processes, data, and things to a greater effect as they continue their digitization.

Service Provider

- Boingo Wireless
- Fira de Barcelona
- Melita
- Smart City Networks
- Spark New Zealand
- Telstra**

Telstra transforms the workplace with:



Improved collaboration and innovation within the workplace



Increased employee engagement and productivity

“There’s great legacy and great history [Telstra] but I think there’s also a recognition that both the industry we’re in and the customers we support need us to change if we’re going to meet their needs going forward, and the customer is right at the heart of that.”

Helen Lea, Director, Enterprise Services, Telstra