

WiFi VAS for outdoor premises

BELANTIS AMUSEMENT PARK CASE STUDY

Background

27 hectares and over 600.000 people each year – **welcome to BELANTIS, the biggest amusement park in Central Germany.** The place where eight different theme worlds and more than sixty attractions take families into the world of fun and pleasure.

As a true pioneer in the digital transformation in the European amusement park industry, BELANTIS focuses on interaction

with its customers and continuous improvements of their experience, both inside and outside the park.

But is it really technologically possible to track customers' behavior inside the park? Is it possible to see the places they visited and identify those they missed? Of course it is! And there is a simple way to achieve it – WiFi value-added services.

Challenges

The main goal of the digital transformation that BELANTIS was eager to carry out was to gather relevant data which would become the main source of knowledge for all business intelligence processes. **The data would contribute to an increase of efficiency of the park's operations and with the demographical and behavioral data BELANTIS could get to know its visitors better.** The gathered data would be used later for personalizing marketing campaigns and services according to visitors' needs.

The solution chosen for the transformation had to also obey the German data privacy law that severely restricts collection of personal data without the consent of the data owner.

Moreover, BELANTIS wanted to offer visitors very modern WiFi experience by simplifying the process of granting WiFi access with a user-friendly captive portal with multiple login possibilities.

Executive summary

Company:
BELANTIS amusement park

Industry:
Telecommunication, Entertainment

Location:
Leipzig, Germany

Land area:
27 hectares

- Challenges/Goals:**
- | Provide data for business intelligence processes
 - | Provide a tool for customizing a captive portal with multiple ways of logging in
 - | Provide behavioral and demographical data about visitors
 - | Obey German law

Solution:

- | Linkyfi Location Engine
- | Linkyfi

- Benefits:**
- | Real-time heat maps
 - | Customer journey maps
 - | MAC tracker
 - | Branded captive portal with a questionnaire
 - | User data sets from social media profiles (Instagram and Facebook)
 - | Compliance with German privacy policies
 - | User-friendly platform

Solution

AVSystem provided Belantis with its complete WiFi VAS solution: Linkyfi Location Engine (LLE) and Linkyfi.

Together with ASCEND, a German provider of WiFi solutions, AVSystem adopted the system to comply with the German data privacy law. ASCEND installed the solution at the venue.

Linkyfi Location Engine is a smart WiFi solution for detecting and locating WiFi-embedded devices. It aggregates the data collected by access points about WiFi end-devices RSSI in real-time and presents the data in a form of WiFi users routes (the MAC tracker feature) and heat

maps. It is also an analytic tool that provides real-time and historic statistics about unique and regular clients, such as footfall, a number of localized and logged clients as well as clients within a WiFi range.

Among many other features, Linkyfi is a public WiFi access management solution and a powerful WiFi marketing platform. It enables to create customized and branded captive portals with different ways of logging in, such as social media, questionnaire, or a confirmation email. It also stores the collected data and presents it in the user-friendly platform.

Benefits

What is the better way to understand visitors than heat maps? They show dynamics of the park, dispersal of interest across all attractions, and choke points. Knowing which attractions or services, such as ticket offices, attract the largest crowds, BELANTIS modifies their locations to spread the crowd evenly. Also, it notes trends of interests and uses them to plan new attractions.

And in terms of visitors' routes? Heat maps show trends, whereas the MAC tracker shows an exact path of a particular visitor. The park has 27 hectares, so this feature helps to improve placement of signs around the park. In terms of both these features, the AVSystem's solution was adapted to meet the legal restrictions of German law that prohibits from collecting MAC addresses of WiFi users.

The demographic data, on the other hand, is provided by the captive portal. Visitors are welcomed with a branded captive portal with a questionnaire about their age, sex, and a postal code. The collected statistics are then presented in the platform in a clear and user-friendly way. With such data, the park knows precisely its target group and continuously improves with it in the mind.

"Linkyfi and Linkyfi Location Engine enabled us to bring BELANTIS to the era of modern technologies. Today, we can not only provide our visitors with Internet access, but we can also use WiFi as a powerful marketing tool and a source of knowledge. That allows us to increase the overall visitors' satisfaction by adjusting the venue to their exact needs

Ioana Parva, Chief Digital Officer, BELANTIS

About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, LwM2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology.

For more information please visit:

www.avsystem.com

About ASCEND

ASCEND is a Telco operator for large-scale public WiFi and Enterprise WiFi solutions. The company focuses on WiFi solutions for public venues like hotels, amusement parks, camping grounds, stadiums, and shopping malls, but also on secure Enterprise WiFi solutions. It installed WiFi in more than 100 venues and supplies WiFi equipment on a rental basis to a lot of events. For more information visit: www.ascend.de.

About Belantis

BELANTIS is the biggest amusement park in Central Germany. On over 27 hectares it offers more than sixty different attractions divided into eight theme worlds, such as the BELANTIS castle or the Pharaohs' valley. It opened in 2003 and in 2017 the number of visitors reached 600.000. In 2016, BELANTIS ranked 5th in the best European amusement parks category and 3rd in the best German family amusement park under 1 million visitors category. For more information visit: <https://www.belantis.de>.