NAVIGATING DATA STRATEGIES:
WHY WIRELESS WINS

ACI-NAAnnual Conference
September 29, 2018

Scott Ewalt, VP of Product & Customer Experience, Boingo

WORLD CLASS WIRELESS

FOR THE

WORLD'S PREMIER PROPERTIES

Boingo delivers unparalleled wireless solutions at iconic venues serving more than

1

BILLION

CONSUMERS ANNUALLY

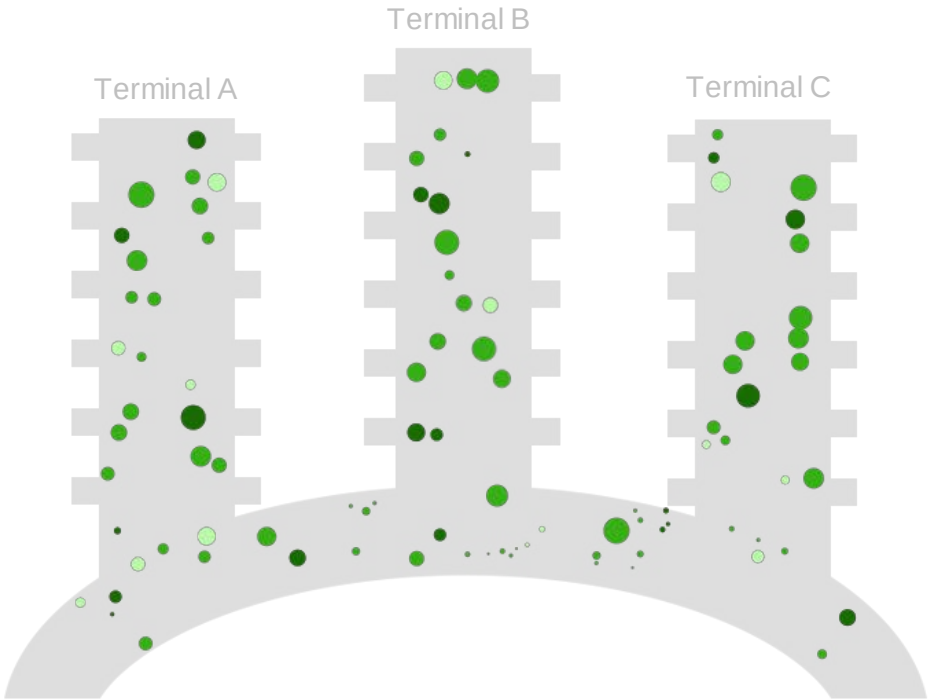
© 2018 Boingo Wireless – Confidential

boingo

LOOKING BACK: 2017

ACI Meeting

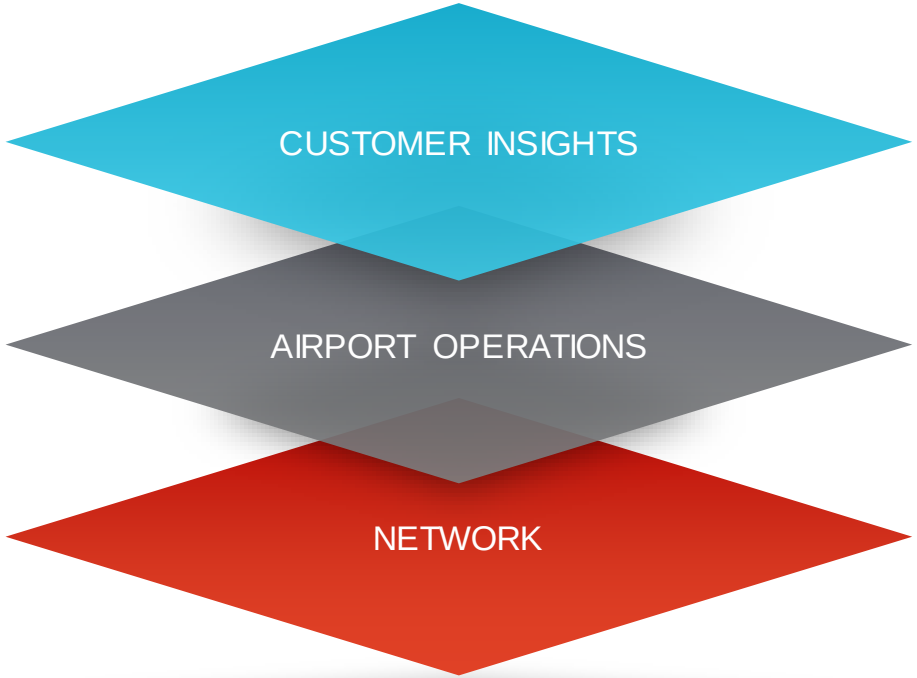
“Data Lake provides bird’s eye view of wireless network.”



DATA TODAY: 2018

ACI Meeting

"Wireless networks will soon connect everything and enable airports to have a 360-view not only of network insights, but rich real-time venue and passenger insights."



IT'S A WIRELESS WORLD

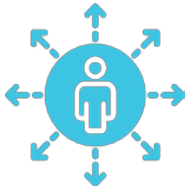
Welcome to the age of digital disruption.

MORE CONNECTED DEVICES + DAWN OF IOT

Business travelers carry three devices on average—laptop, tablet, smartphone.
20.4 billion IoT devices to be deployed by 2020.

SKYROCKETING MOBILE DATA

Mobile data growth is increasing exponentially. Translates to a 7-fold increase through 2021.



NEW DATA OPPORTUNITIES

More devices, more data, more diverse wireless networks opens the door to even greater insight into actionable analytics.

5G's NETWORK CONVERGENCE

More wireless spectrum opens a unified network design that meets demands of the 5G era.

LICENSED SPECTRUM	SHARED SPECTRUM	UNLICENSED SPECTRUM

Extreme bandwidth, ultra-low latency for high reliability

Enhanced local broadband with high capacity and data rates

High density, ultra-low energy IoT/connected sensors

boingo

DATA BEYOND DASHBOARDS

Data from many sources means silos break down.

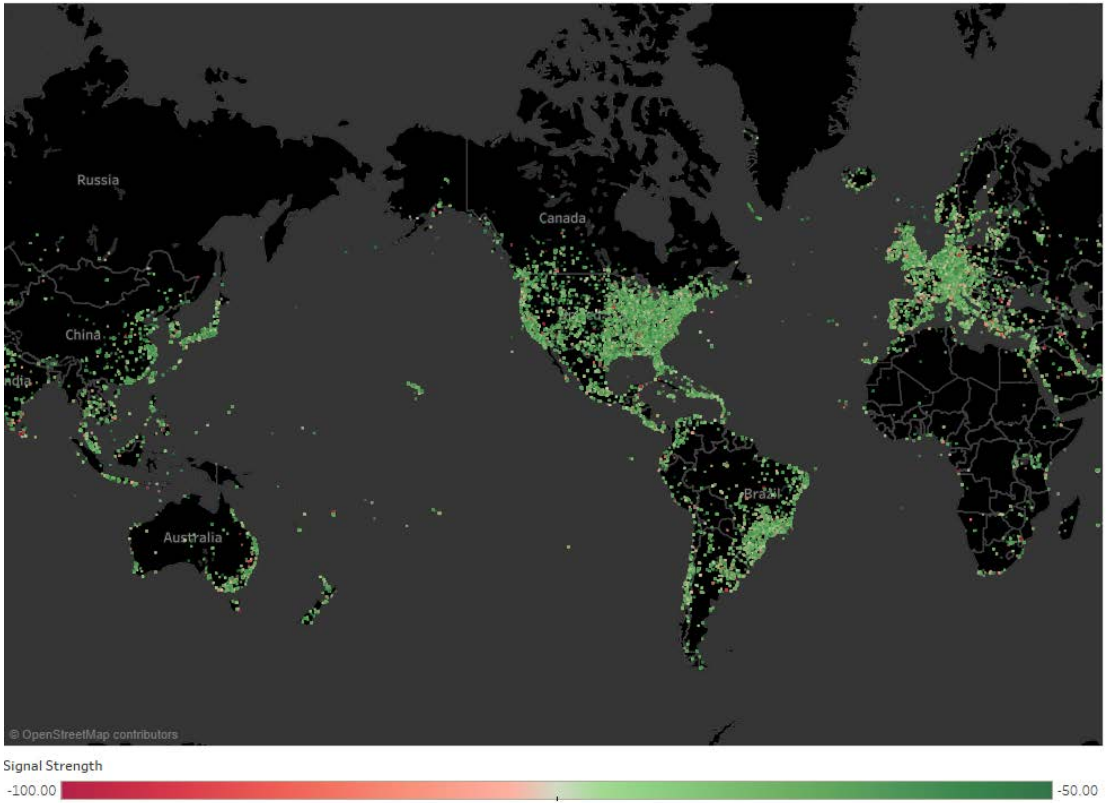
Understanding the customer journey requires us to ask the right questions. Then we can activate the data to transform businesses.

Obtaining More Insights For

NETWORK PERFORMANCE

boingo

ZOOMED OUT: NETWORK INSIGHTS



ZOOMED IN: NETWORK INSIGHTS

Status of network equipment, status by location.

Manage across vendors.

Current AP Status	2.4GHz_LoadTrend	Sum_2.4_Loads	5GHz_LoadTrend	Sum_5_Loads
		512		0
		423		0
		363		1150
		339		2562
		332		157
		296		1070
		240		698
		228		411
		226		1379
		223		794
		218		223
		211		1576
		207		119
		205		963

Obtaining More Insights For

- NETWORK PERFORMANCE
- AIRPORT OPERATIONS

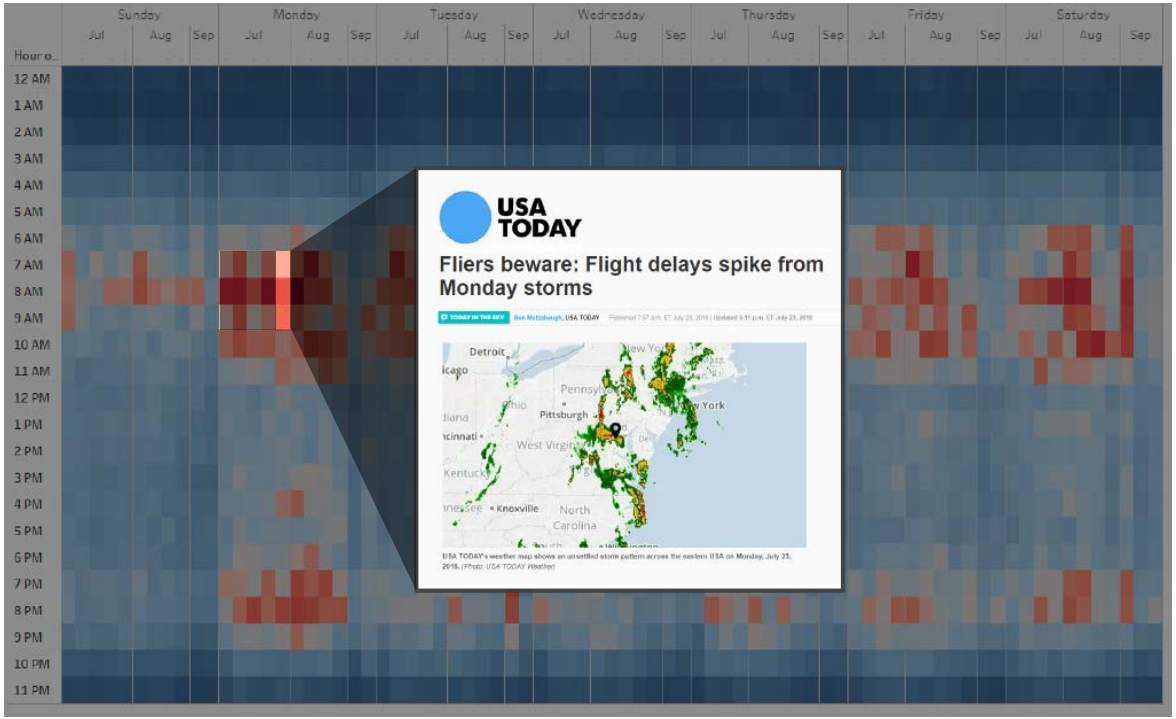
boingo

OPERATIONAL INSIGHTS

Discovering passenger traffic patterns

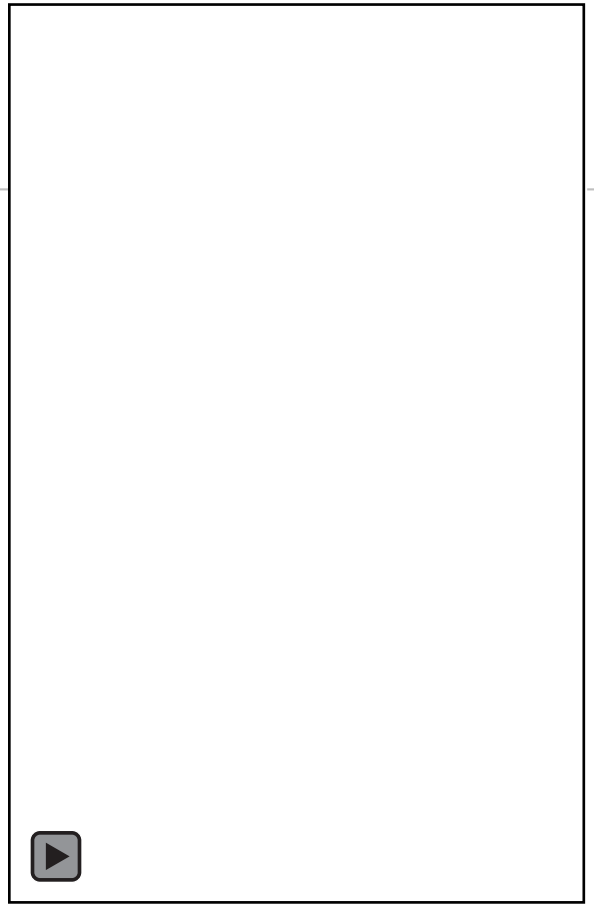
OPERATIONAL INSIGHTS

Discovering passenger traffic patterns



OPERATIONAL INSIGHTS

Share of departing and arriving passengers.



Obtaining More Insights For

- NETWORK PERFORMANCE
- AIRPORT OPERATIONS
- PASSENGER EXPERIENCE

boingo

PASSENGER INSIGHTS

Leveraging big data & machine learning: case study on passenger preferences.

	Netflix & Chiller	Gamer	Casual Browser	Social Butterfly
Entertainment	1%	6%	1%	1%
File Sharing	2%	2%	2%	3%
Gaming	7%	**53%**	5%	2%
Msg/Collaboration	11%	7%	9%	**57%**
Streaming Media	**70%**	21%	14%	24%
Web Browsing	9%	9%	**68%**	13%

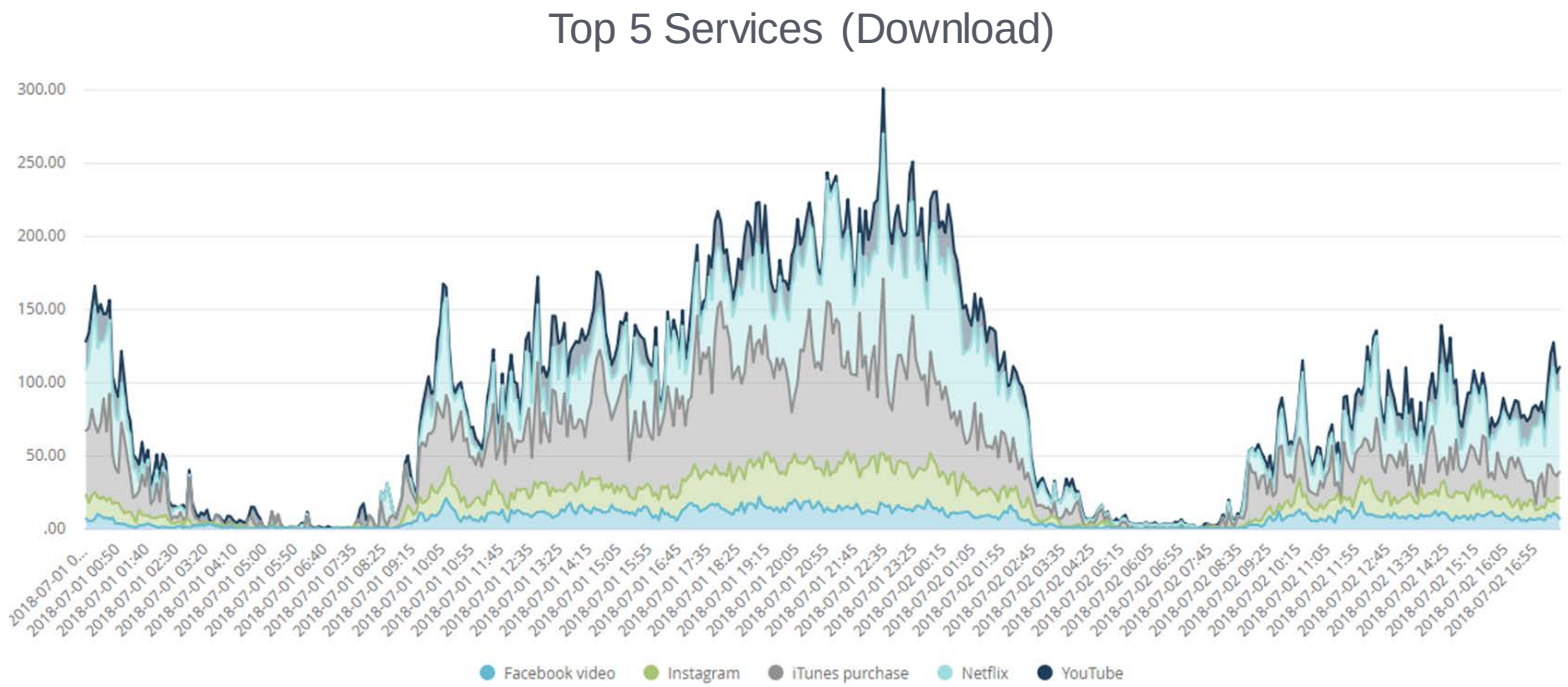
W ORKMAN

FRIENDLY VACATIONER

AIRPORT ENTHUSIAST

SUNLOUNGE TOURIST

UNDERSTANDING PASSENGER BEHAVIOR



BETTER INTELLIGENCE, BETTER AIRPORTS

PASSENGER ENGAGEMENT
Build profiles and target messages. Know what passengers are returning.

OPERATIONS
Secure cost savings by improving efficiencies, building automation and backend systems. Amplify traffic management and passenger flow by season.

CONCESSIONS
Revenue opportunities through loyalty programs, promotions and location-based targeting.

Scott Ewalt
sewalt@boingo.com

boingo