

SOLUTION GUIDE



FORGE
SPECIAL PROJECTS

HIGHLIGHTS

FORGESP EXPOSURE EVENT ANALYTICS DELIVERS SOPHISTICATED FOOTFALL ANALYTICS TO LARGE INDOOR OR OUTDOOR VENUES AND POP-UP STYLE SPONSORED EVENTS.

- ForgeSP Exposure integrated with Ruckus SPoT API collects customer physical location coordinates from the Ruckus AP deployment.
- ForgeSP Event Analytics cloud platform collects the Ruckus SPoT LBS RSSI data and delivers real time graphical visitor heat maps to venue operator and event marketing managers.
- ForgeSP has the ability to improve the quality of data collected by setting parameters such as removing venue staff data from final customer analytics.

THE CHALLENGE

Planning for large events has gone high tech and attendees are bringing multiple devices to these events. Attendees no longer just want cellular connectivity but also expect high performance Wi-Fi to share videos on their social media Apps. Event promoter are delivering quality free Wi-Fi and also reaping the benefits of high quality Wi-Fi. In the past event promoters probably knew the number of attendees from tickets sales, but they did not have data on how long attendees stayed, what activities were of interest to specific demographics or how effective were their on-site promotions. Venue operations also struggled with the changing marketing and promotions requirements from week to week because of changing event types. Finally, without a powerful analytics engine, the data they collected was one big blob of information, not customer insights. Promoters wanted:

- High Performance Wi-Fi
- An application that could collect data from attendees mobile phones
- Time based footfall traffic
- Useful analytic reports about the event immediately after the event
- An easy and quickly deployed solution

THE SOLUTION

The Ruckus Wireless and ForgeSP together deliver a high performance Wi-Fi and quality customer analytical engine for large events. Ruckus Wi-Fi delivers high performance coverage and Ruckus SPoT LBS gathers customer location information. ForgeSP Exposure footfall analytics platform is designed for large venues and temporary events that require detailed understanding of visitor movements, while delivering maximum flexibility. ForgeSP collects data from Ruckus SPoT and uploads customer movement coordinates to their cloud-based Analytics engine for quick analysis and footfall insights.

With these insights, promoters can design better event experiences, improve the sponsorship effectiveness and improve customer satisfaction goals.

ForgeSP Exposure was launched in 2014 and has been deployed at over 350 high profile events. These events had as many as 200 APs attracting major global brands sponsors in Europe and North America. The events industry is very time sensitive and ForgeSP Exposure has the unique ability to be deployed in a few hours and not days. ForgeSP enable venue operators to extract maximum value from their free WiFi and enable Event Managers to plan better events based on more accurate past events analytics.

The Ruckus SPoT LBS solution collects the RSSI information of mobile clients from the Ruckus AP deployment, and pushes this information to a Ruckus Engine. The SPoT server then computes location estimates from the RSSI information and pushes the location estimates to an API server. ForgeSP Exposure communicates with the SPoT real time API and creates customized layouts and engagement zones. This removes the need for repeated creation of new venues and time consuming recalibrations for every event. Most venues are multipurpose and venue operations host everything from concerts to large sporting events, often switching within a matter of hours. ForgeSP Exposure customized layouts and engagement zones change seamlessly with your event changes.

FORGESP EXPOSURE “BLACKLIST”

ForgeSP Exposure “Blacklist” option can detect all WiFi devices in the venue prior to the event going live and remove these devices from final statistics. ForgeSP features such as removing all staff devices ensure that ForgeSP is reporting the most accurate visitor data.

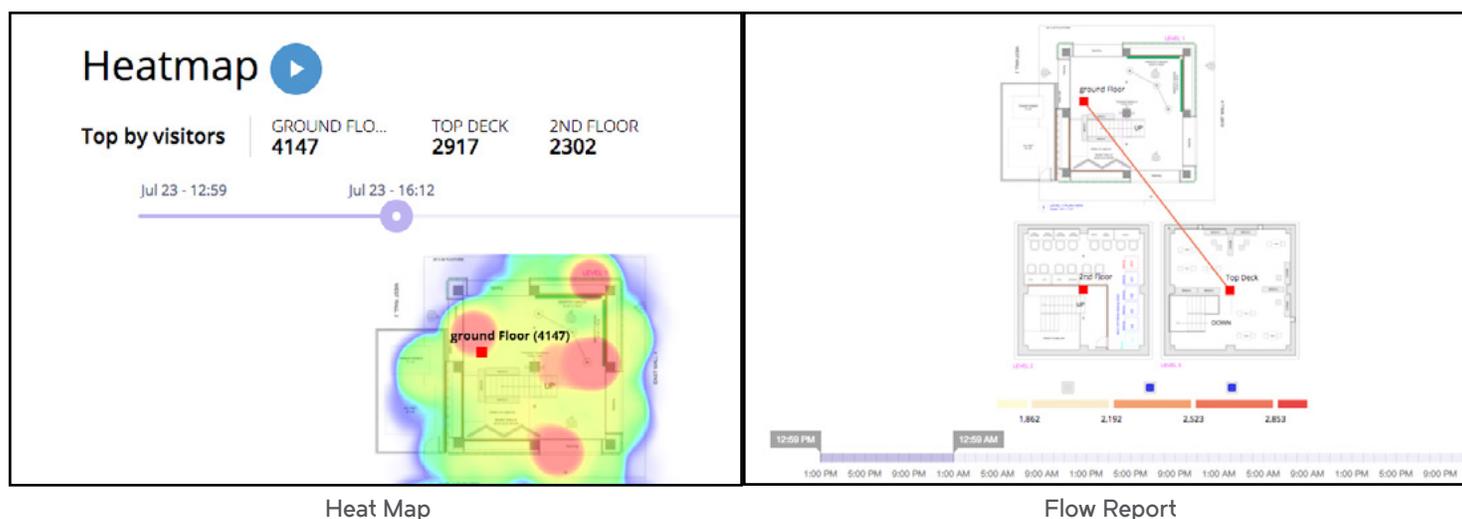
FORGESP EXPOSURE ENGAGED ZONES

ForgeSP Exposure Engaged Zones allow Event Operators to draw custom geo-fenced areas on the base layout. These could be retail concessions, sponsor activations or general access areas where detailed analysis of visitor movement is required. ForgeSP Exposure delivers increased accuracy by allowing users to customize both the geo-fenced area and minimum visit duration for visitors to qualify as “Engaged”. In addition, a “Passing Zone” can also be set around each Engaged zone allowing you to measure performance and conversion ratios.

CAPTIVE PORTAL SUPPORT

Forge SP is integrated with a number of captive portal platforms. This integration enables combining visitor demographics and contact data for better marketing analysis.

EXPOSURE HEATMAP & FLOW REPORTS



Heat Map

Flow Report

Heatmaps

Heatmaps can be played back at any time for quick visualization of overall visitor density.

Flow Reports

Our unique “Flow” analytics report shows users how visitors “move through their venue or event, allowing you to analyse current patterns and monitor the effect of any changes made.

Ruckus Wireless brings reliable, secure and high-performance connectivity to even the most challenging Wi-Fi environments. Ruckus’ standard-setting Smart Wi-Fi technology combines breakthroughs in adaptive RF control, application-aware quality of service (QoS), advanced security, and highly resilient and adaptable mesh networking. Together, these capabilities give you the predictable, reliable and scalable wireless connectivity your users expect.

Ruckus Wi-Fi can be managed via the industry’s most complete and flexible range of Wi-Fi controller options for any size deployment. Controller-less, on premise server appliance, VM-software, or cloud-based, Ruckus delivers comprehensive management functionality that works in your environment.