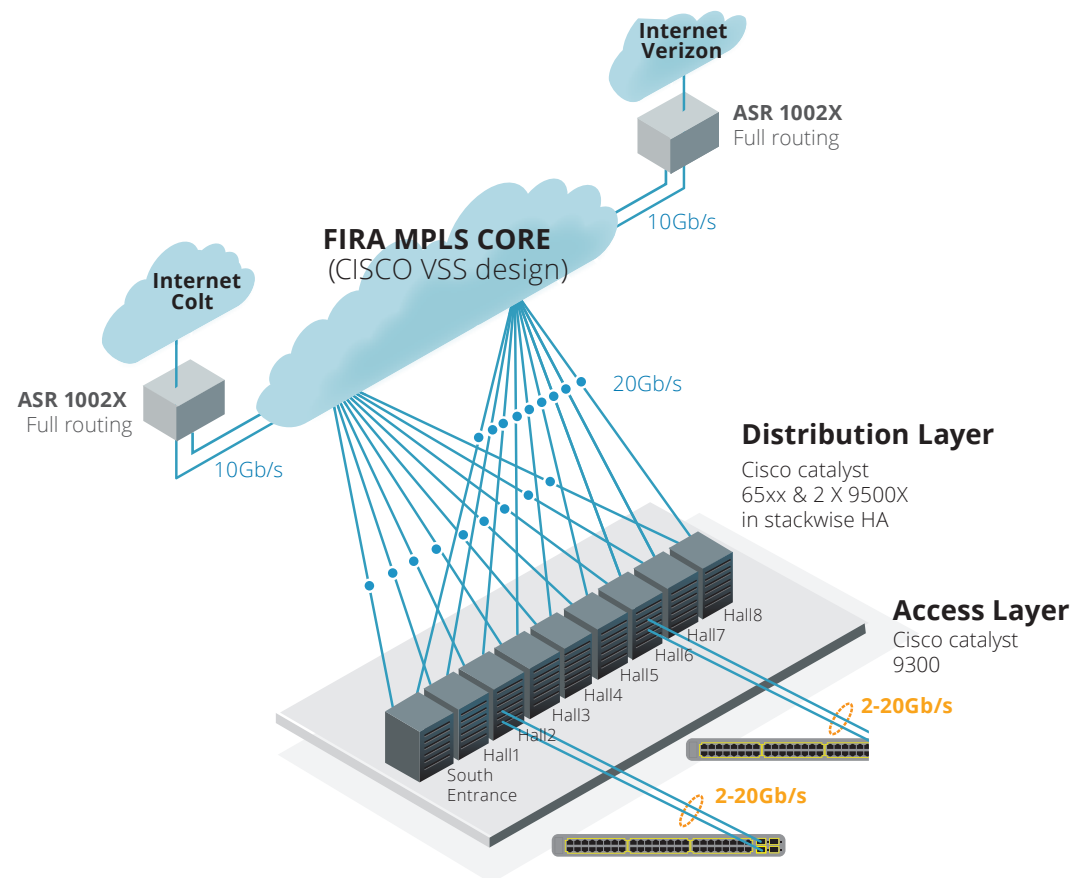# CONNECTIVITY SERVICES CATALOGUE

Fira Barcelona

Network Infrastructure

- Autonomous System (AS) on the Internet
- Guaranteed redundancy (connected to the Internet with 2 different operators)
- Core MPLS
- Capacity: **40Gbps throughput** (20Gbps in high availability)
- **3-layer** design: Core, Distribution and Access
- Wired network with **16,000 available ports**
- Fixed installation of more than **1,200** Wi-Fi access points that allow up to **128,000** devices connected simultaneously (World Record 2015 - 30,516 devices connected at the same time)
- Latest connectivity standard **Wi-Fi 6**

Internet Verizon

ASR 1002X
Full routing

FIRA MPLS CORE
(CISCO VSS design)

Internet Colt

10Gb/s

ASR 1002X
Full routing

10Gb/s

20Gb/s

Distribution Layer
Cisco catalyst
65xx & 2 X 9500X
in stackwise HA

Hall8
Hall7
Hall6
Hall5
Hall4
Hall3
Hall2
Hall1
South Entrance

Access Layer
Cisco catalyst
9300

2-20Gb/s

2-20Gb/s

Wi-Fi services

The need to be connected is crucial during events and the Fira Barcelona network provides visitors with Wi-Fi connection in all its venues. Fira's Wi-Fi network works **only in the 5GHz band**, with the possibility to operate in the 2.4GHz band if the client wishes.

Services we offer to the event organizer:

- Next generation Wi-Fi network (new standard **Wi-Fi 6**)
- Added bandwidth **from 100Mbps**
- **Personalized** network name and password
- **Speed limit per device** to optimize network resources
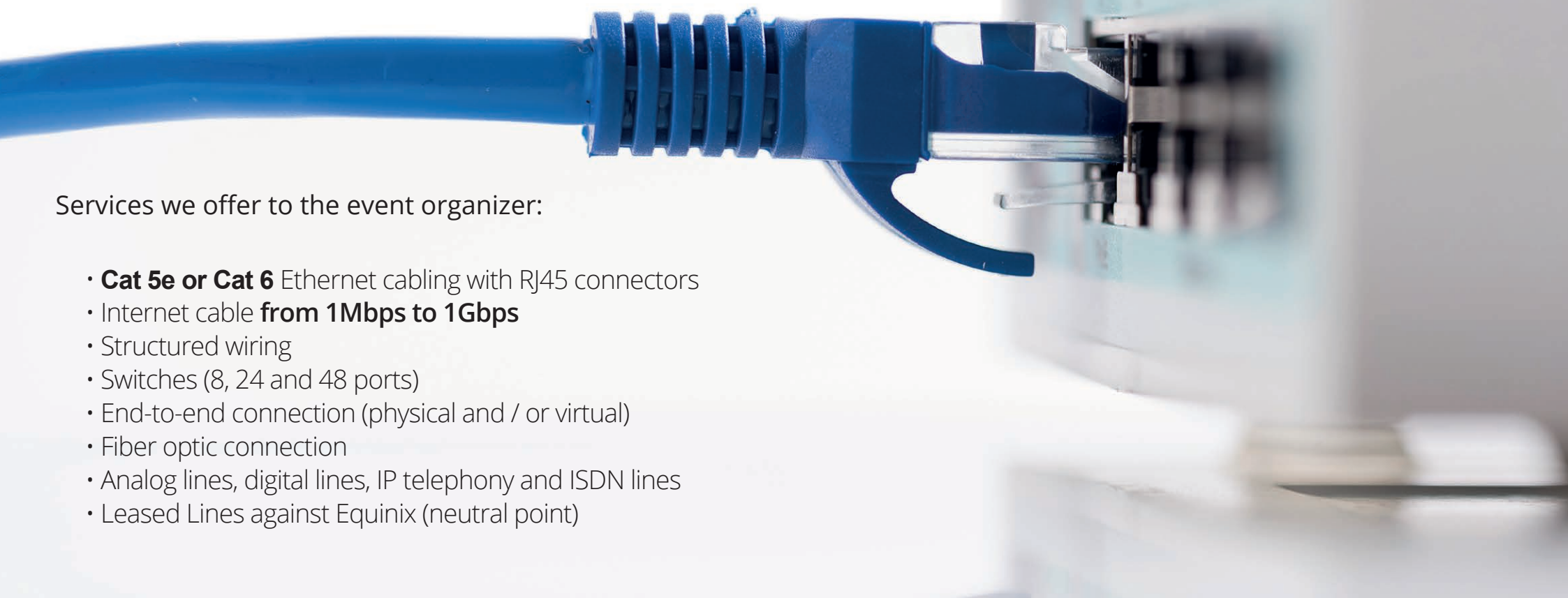- Reinforcement in **high-density areas** (auditoriums, digital voting, streaming)

The data generated by the Wi-Fi network can be used for endless initiatives within your company.

In the **Additional services** section you will find other services that will help you make the data more profitable.

Cable Services

The more than **16,000 1Gb ports** available allow us to offer cable Internet anywhere in our venues. We coordinate with the organizer the installation plans so that the service is delivered to the desired place.

Services we offer to the event organizer:

- **Cat 5e or Cat 6** Ethernet cabling with RJ45 connectors
- Internet cable **from 1Mbps to 1Gbps**
- Structured wiring
- Switches (8, 24 and 48 ports)
- End-to-end connection (physical and / or virtual)
- Fiber optic connection
- Analog lines, digital lines, IP telephony and ISDN lines
- Leased Lines against Equinix (neutral point)

Additional Services

We enrich our commercial offer with a wide portfolio of additional services that help us design customized technological solutions.

Personalized Captive Portal

People Counting System

Event Final Report

Secure Internet Access

Location Service

Lead Retrieval

Personalized captive portal

Web portal that personalizes the browsing experience of visitors to your event and that can be used as a tool to promote your brand. It includes a final report with the number of views, time of connections, and an Excel file with the database of the contacts obtained (optional)

Branding

Possibility of a brand appearing as a sponsor of the event's Wi-Fi network
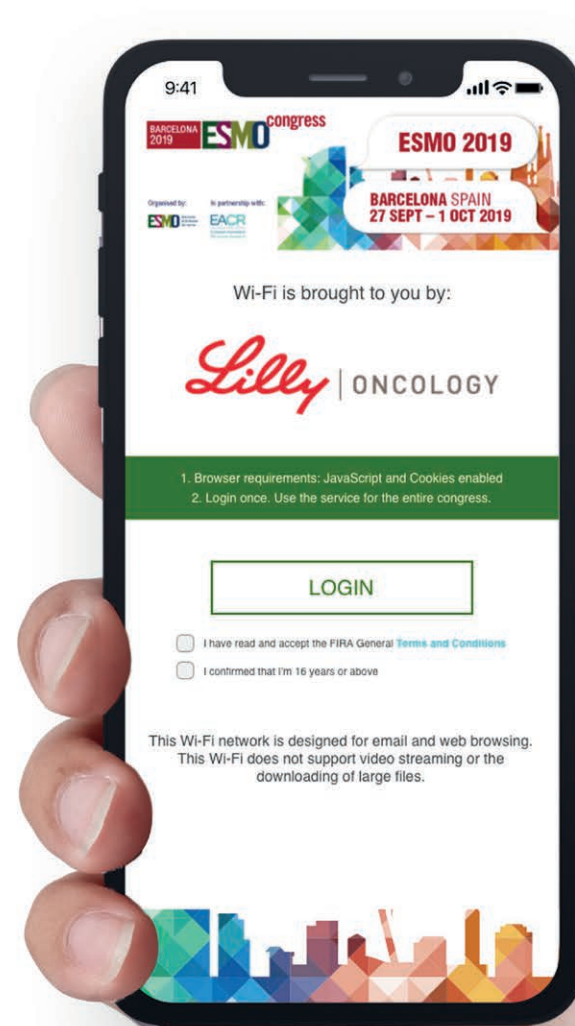
Trade marketing

Possibility for brands and manufacturers to boost sales of their products during the event

Web retargeting

Redirection to a brand's website. We leave the cookie in the user's browser and thus it will be susceptible to being impacted by ads from the adservers

Social Networks

Get followers on the brand's social networks

Event Final Report
with network KPIs

Report that provides data on network behavior and visitors interaction

- **Number of connected devices**
  - · Unique devices
  - · Number of sessions
  - · Average traffic per device
- **Devices distribution by frequency**
  - · 2.4 GHz
  - · 5 GHz
- **Bandwidth used**
  - · Upload
  - · Download
- **Amount of data Exchange with the Internet**

Location service

Service that provides analytical information on the mobility of event visitors supported by the Wi-Fi infrastructure of Fira Barcelona.

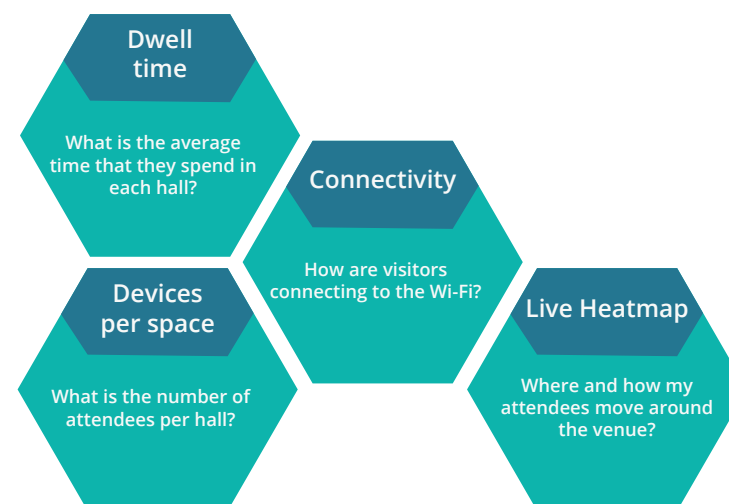The data generated may represent a valuable information for the organization of the event to:

- Know the behaviour of visitors
- Align marketing promotions to this behaviour
- Make business decisions

Example of heatmap

The service includes a dashboard that provides all the information related to Smart Venue features:

Basic package

Dwell time
What is the average time that they spend in each hall?

Connectivity
How are visitors connecting to the Wi-Fi?

Devices per space
What is the number of attendees per hall?

Live Heatmap
Where and how my attendees move around the venue?

Add real time information provided by*:	· Cameras (counting people system) · IOT Sensors: temperature and humidity · Track your staff

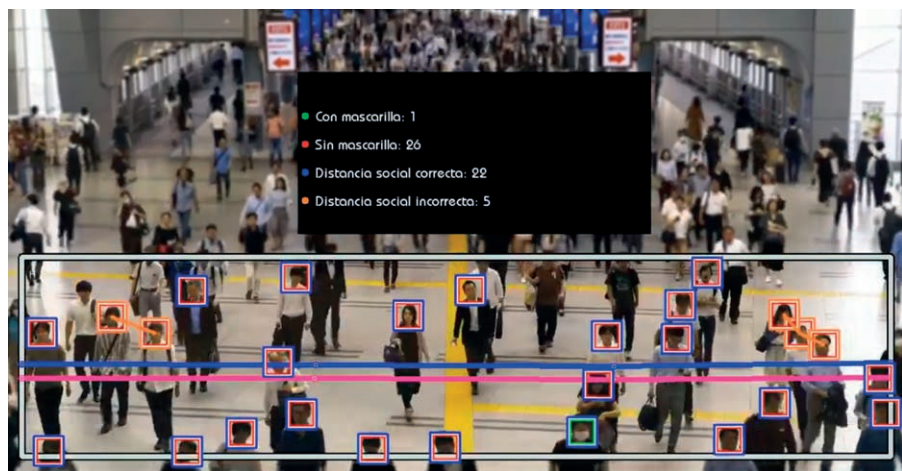** services sold separately*

Optional Features

Focused on getting specific data analytics of concrete areas of the event and a final report to get all those analytics to take post-event decisions

People counting system

Most of the people counting systems available on the market (sensor mats, manual counting, surveys, turnstiles) have a high margin of error (5-20%), generating inaccurate and little useful databases.

At Fira Barcelona we provide a revolutionary solution to evaluate the success of events and stands based on image processing using an artificial intelligence engine.

How does it work?

• Detect and count visitors with maximum precision

• Generates maps of the visitors' journey through the venue

• Analyze the data obtained to detect behaviour patterns, prepare statistics and flow forecasts, extract common characteristics in visitors, etc.

Benefits

• Obtaining key data: It improves the customer experience

• Operational management: Helps to manage the operation of the services, especially at rush hour with maximum crowding

• Marketing: Segmented advertising can be an important source of additional income

• Security and protection: It allows guaranteeing the safety of visitors in case of emergency

Lead Retrieval
by Fira Barcelona

App that allows scanning, tracking and obtaining detailed information on visitors and converting them into potential clients.

Scan visitor pass
Capture visitor passes to obtain detailed profile information

Manage your potential clients
View statistics on contacts and create reports from different filters

Benefit from additional services
The service includes data protection labels, documents, surveys and pop-ups. During the event, we offer training in the application and web portal as well as customer service and technical support on site.

The service includes:
• Pre-configured devices
• Device delivery and collection service
• App to scan
• Real-time web portal + database

▶ Watch a presentation

Professional services

The greatest asset we have is our human resources. The team is made up of professionals specialized in the design and implementation of connectivity services for events.

Services we offer to the event organizer:

- Certified telecommunications engineers (CCIE, CCDP, CCNP, CCNA, CWNA)
- Project managers
- Computer technicians
- Wiring technicians
- Dedicated team at the client's instance
- Support to the organizer and visitor
- Front Desk
- Help Desk
- Support schedule - Monday to Sunday from 8:00 to 20:00
- Extended hours support (face-to-face or remote)
- Service level agreement – 60/90/120 minutes

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Secure Internet access

Protect the network of your event by implementing security levels in Internet browsing

Provide protection to visitors of your event from malicious and / or prohibited content

Optimize network resources by blocking applications.

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TIER 1

Includes as basic service:

- **Web filtering**
  - Potentially Liable
  - Discrimination
  - Security Risk
  - Child Abuse
  - Explicit Violence
  - Illegal or Unethical
- **Malicious websites**
  - Phising
  - Spam URLs
- **Traffic monitoring**

  for legal requirements purposes only (P2P monitoring)

TIER 2

Includes Tier 1 + following services:

- **IP reputation+BotNet**
- **Advance Malware protection.**
  - Antivirus
  - Sandboxing
  - Zero-day Vulnerabilities
- **P2P Block** (BitTorrent, BitTorrent, eMule, etc.
- Final **event report**

TIER 3

Tailor made

- A **VDOM**
  - (Virtual Domain) is created and the event organization can see a real-time dashboard
- **Application control**
  - (+2800 applications are recognized)
- Daily and final report

Contact us

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Fira Barcelona