



Increase soccer fans' satisfaction with WiFi VAS

LEGIA WARSAW MUNICIPAL STADIUM

Background

The Marshall Józef Piłsudski's Municipal Stadium is a home stadium of one of the most successful soccer teams in Poland – Legia Warsaw.

80 years after the official opening of the stadium, it was the high time to

bring it to the 21st century and give spectators a possibility not only to see games but to truly experience them. Therefore, Legia focused on broadening a list of on-site services and providing its fans with WiFi value-added services.

Challenges

There were two major challenges to be met. First of all, it was crucial to provide Legia with a solution to increase fans' satisfaction during the games and to analyze their overall behavior to improve stadium's services and inspire fans' loyalty.

What is more, with an average attendance of 20 thousand fans and a maximum capacity of 31 thousand it was essential that the offered services would run fast and smoothly and be efficient with big data. That means working with very demanding workload and operating without any problems even during sold-out matches.

Fortunately, the stadium already had great Internet infrastructure. Despite thick concrete construction and numerous underground passages, with 160 access points Ericsson managed to provide spectators with constant and highspeed Internet connection.

Executive summary

Venue:
Marshall Józef Piłsudski's Municipal Stadium of Legia Warsaw
legia.com

Industry:
Telecommunication, Sport

Location:
Warsaw, Poland

- Challenges:**
- | Improve fans' experience on the stadium
 - | Provide a tool for analyzing onsite fans' behavior
 - | Ensure efficiency for big data

Capacity:
30 967

Solution:
| Linkyfi platform

- Benefits:**
- | Rich analytics
 - | Monetized WiFi
 - | Improved fans' onsite experience
 - | Customized log-in path
 - | Increased income from fan shop
 - | Possibility of online shop onsite
 - | Efficiency for high workload



Solution

AVSystem's WiFi VAS solution – Linkyfi – answered all Legia's needs perfectly. Linkyfi is a carrier-grade guest WiFi management solution and a powerful WiFi marketing platform.

Thanks to its intuitive WYSIWYG editor, the platform enables customization of captive portals and setting of landing pages. This allows to welcome WiFi users, authenticate them, and grant them with WiFi access.

Being also an advanced analytic platform, Linkyfi offers time-aware analytics and provides insights into WiFi users' behavior. It presents KPIs, such as data about clients' loyalty, their involvement, and preferences.

"Linkyfi turned out to be the best WiFi Marketing solution for our venue. Legia Warsaw Stadium can fit over 30 000 people and we wanted to be able to truly connect with them all. Linkyfi perfectly answered all of our needs including a possibility to carry out surveys during the game and significantly expand the coverage of our marketing activities."

————— Mariusz Wolski, Head of IT Department, Legia

Benefits

Thanks to the analytics feature, Legia has access to exact numbers of fans logging-in, data whether they are new or returning spectators, and KPIs about their online behavior. It enables to estimate advertising revenue.

With such data available and a potential target group of tens of thousands of fans per match Legia can easily monetize WiFi. The club offers space on the captive portal to sponsors and places external adverts in users' web browser. It also advertises itself by promoting its social-media profiles and its fan shop to increase a number of followers and income from merchandising.

But what makes all those fans eager to log in? During each match fans choose the best player of the game by filling out an online questionnaire. The results are displayed automatically at the end of the game on the stadium's LED screens.

Also, each fan who accesses stadium's WiFi is welcomed with a branded captive portal and redirected to the Legia's fan shop. With the e-commerce feature, fans can buy merchandise online and have it delivered directly to their seats during the match. It can speed up an ordering path and shorten lines in the stationary shops, making the buying process more convenient.



The solution provided to Legia by AVSystem works easily with a high workload during sold-out events. All its features work smoothly with no delay even with 2 thousand fans logging-in within a minute.

With Linkyfi, the stadium constantly improves its services to better answer its fans' expectation.

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 Legia Warsaw Municipal Stadium

Marshal Józef Piłsudski Municipal Stadium in Warsaw, Poland, is an all-seater, fourth category soccer-specific stadium.

It is the home ground of Legia Warsaw club who has been playing there since 1930. With space for 30,978 spectators it is the 5th biggest soccer stadium in the Polish league (Ekstraklasa) and the 7th biggest in the country. In 2015, the stadium has launched a WiFi network that can easily handle Internet traffic comparable to that generated by an average city.