

ACC LIVERPOOL

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PROFILE

The ACC Liverpool Group is a major employer in Liverpool and a proud supporter of the city it represents. We play a key role in the economy and help form a positive image of the wider region. Liverpool City Council is the sole shareholder in The ACC Liverpool Group Ltd. We have our own Board of Directors consisting of both Liverpool City Council representatives and independent non-executive directors.

GOAL

- Full WiFi compliance
- Branded User Experience
- Content filtering
- User and device analytics
- Optional marketing opportunities
- Quality hardware
- Lawful intercept capability

RESULT

A complex and extensive WiFi and fixed line network at ACC needed a powerful, configurable WiFi management system. SPARK is that system and we now have another satisfied, high profile customer in the conference and events sector.

"Access to fast Internet has become an essential part of our everyday lives. ACC Liverpool was designed with cutting edge Internet infrastructure built in. Wi-Fi Internet connectivity is available throughout the venue, fast and free to visitors and delegates."

CUSTOMER PROFILE

ACC Liverpool is a unique, flexible venue, purpose-built for a variety of events from conferences and conventions to concerts and community events. The building utilises state-of-the-art technology and cutting-edge design. The arena has a capacity of 11,000 and provides 7,000 sqm of exhibition space while in the Convention Centre the versatile Multi-Purpose Hall seats 1,800 people. A 1,350 seat auditorium provides the focal point for conferences and conventions. There are a further eighteen meeting rooms which hold anything from ten to 500 people.

GOAL

ACC required a robust and customisable WiFi solution with flexibility not currently available from their current vendor. A scalable WiFi experience management system was needed, a key feature being the ability to brand and customise the welcome page depending on the event. In addition, a powerful system that controlled user bandwidth was needed together with the ability to collect data in a variety of formats. All this was required in a platform that would integrate seamlessly into the existing, complex infrastructure. That platform was SPARK®.

SOLUTION

WiFi SPARK installed a powerful SPARK® Server based on HP architecture at ACC. Having their own SPARK® Server, provided ACC with full control of users, reporting, pricing, bandwidth and welcome pages as and when they needed it.

The SPARK® server was pre-configured and sent to site for their own IT dept to install. Installation of the system completed and WiFi SPARK sent an engineer on site to provide on-site training to various members of staff.

ACC Liverpool's key features:

- Fully customisable service
- Content delivery to visitors
- Large Scale WiFi Provisioning
- Seamless integration with Cisco
- Upward support of 1,000's of users
- Flexible access methods
- Pre, mid and post login content push
- Excellent value service for customers
- Generate revenue
- SPARK® training