

AÉROLIS

boosts user experience by offering free Wi-Fi on board its premium bus routes



Aérolis is a subsidiary of Keolis, a leading player in public transportation. Across 16 countries, the group delivers tailored commuting solutions in line with the expectations of local authorities and the ever-changing demands of commuters. A leader in urban public transportation in France, Keolis has a strong footprint in Paris and suburban areas: its fleet of 2, 100 vehicles serves 80 million commuters each year. Aérolis, a subsidiary of the Keolis group, operates the "Le Bus Direct" premium service, with 4 routes to and from the Paris-Orly and Paris-Charles de Gaulle airports. The 50 Aérolis buses all benefit from the equipment and level of safety required in the matter of transporting travelers in a comfortable manner.

"QOS Telecom and UCOPIA have provided an end-to-end solution for Wi-Fi hotspot management. Our goals for top-notch performances, regulatory compliance and tamperproof security have all been successfully met."

- Christine PASQUIOU, Marketing and Sales Director, Aérolis.

THE CHALLENGE: Provide best-in-class customer experience

A premium service, the Bus Direct mirrors the expertise and vision of the Keolis Group, whose ambition is to make the Paris area transportation system more attractive, and be a driving force for economic growth and sustainable development. So, in order to offer increased value and custom-made services, Aérolis sought to deploy free Internet access on the run. Free wireless is, today, a standard expectation of any commuter and, especially, of tourists looking for an always-on experience through their smartphones, tablets and/or laptops. "As per our quality assurance policy, we were eager to provide our users with secured and efficient Wi-Fi services, compliant with all applicable regulations, and available through a branded captive portal", says Christine PASQUIOU, Marketing and Sales Director, Aérolis.

THE PROJECT: Deploy and operate a free and compliant Wi-Fi network

Aérolis called upon the expertise of QOS Telecom, a service provider focused on enabling wireless in public transportation. QoS Telecom developed a cloud-based "Wi-Fi onboard" turnkey solution, and managed all steps from design to implementation and operations of Wi-Fi hotspot services.

To support this project and within the scope of its managed services offering, QOS joined forces with UCOPIA, the expert in Wi-Fi access management analytics and marketing. UCOPIA rolled out a central solution for managing all features required for operating the network. The vendor also implemented a branded captive portal for Le Bus Direct: web access is just a click away for users that benefit from broadband performances, ease of use and security.

Security is indeed a key requirement when designing a Wi-Fi network. To ensure foolproof security and compliance, QOS Telecom and UCOPIA deployed a number of related features: user and endpoint authentication for a limited period, granular management of access rights, content filtering based on URL categories, and tracking of sessions and user traffic in compliance with the anti-terrorism laws. Moreover, to support traffic segmentation and quality of service, bandwidth per user is limited, resulting in improved performances and a satisfying experience shared by all.

Today, Aérolis gets more than technology: QOS Telecom makes available, via a SaaS Web access, the Wi-Fi usage metrics hosted in the UCOPIA database, helping the transportation operator trace the usage rate of its Wi-Fi service. In 2016, more than half a million Wi-Fi sessions are expected to fly on Aérolis buses.



WHAT'S NEXT: Turning Wi-Fi into a powerful marketing platform

Building on this successful experience, Aérolis plans to capitalize on its Wi-Fi network to develop marketing wireless solutions with the help of both its partners.

The analytics features offered by UCOPIA collect decision-making data to improve communication based on a better understanding of wireless network usage patterns and of user profiles. This helps deliver real-time personalized messages to online users, and directly into their browsing session.

This real-time communication feature leverages UCOPIA's Wi-Fi marketing services, as well as Web injection, to deliver targeted messages. These constitute the foundation for an improved user experience and valuable services. With these services, UCOPIA supports QOS Telecom and Aérolis in making the best use of Wi-Fi as a tool for enabling marketing services and building up customer loyalty and engagement.

ABOUT QOS TELECOM

QoS Telecom offers end-to-end solutions to service providers, systems integrators, businesses and governmental organizations, based on smart and custom-made ICT solutions serving a variety of industries: local authorities, public transportation, retail, hospitality, leisure/entertainment, enterprises and much more.

For more information: www.qostelecom.fr/
Follow us on Twitter [@QOS_TELECOM](https://twitter.com/QOS_TELECOM)



ABOUT UCOPIA



UCOPIA develops access management solutions allowing mobile users, employees, visitors and guests to connect securely and seamlessly on public or private Wi-Fi networks. UCOPIA enables venue owners to leverage their Wi-Fi investment to create new revenue opportunities through database analytics and strengthen employee productivity through BYOD. UCOPIA solutions are a perfect match for numerous, fast growing verticals including enterprise, public venues, retail, and government organizations. UCOPIA solutions are deployed exclusively by a worldwide channel of expert resellers in charge of implementing Wi-Fi networks along with UCOPIA solutions.

More information at www.ucopia.com
Follow us on Twitter [@UcopiaCom](https://twitter.com/UcopiaCom)