



Founded in 1984 and totally revamped in 2015, **AccorHotels Arena** is at the forefront of the entertainment world in Paris: this modular and multipurpose venue is home to multiple high-profile events held in the City of Lights. The former Palais Omnisports de Paris Bercy, renamed after its recent facelift, is considered in the Pollstar 2016 ranking as **one of the top 5 arenas worldwide** in its category: with a capacity of **20,300 seats**, the site welcomes **120+ events** every year, attended by an overall audience of **1.5 million**.

## The challenge

According to Guillaume Lairloup, CIO, "the core business of AccorHotels Arena has progressively changed, and today reflects the **contemporary cultural** and **technological developments** that urged us to trigger our digital transformation. »

To complete this digital journey and migrate to a high-density Wi-Fi infrastructure, AccorHotels Arena started looking for a technology that would boost **user experience** on the premises, and make it more **simple, friendly** and **secured**.

The initial requirement was to make hyperconnectivity a reality, thus providing an always-on experience to all. This required improving the **wireless service** offered on-site while delivering free and quality Wi-Fi to attendees, as well as guests in lounges and VIP areas.

AccorHotels Arena, just like any other large venue that hosts premium events and welcomes their attendees, faces **several challenges** when it comes to attending upon such huge crowds over a short span of time.

These **physical** challenges had an obvious impact over the wireless network, and it became a must to adopt a flexible infrastructure that would support a large number of concurrent connections.

## The solution

To tackle these issues, Orange Business Services, the integrator in charge on the project, proposed a solution based on UCOPIA, the only player in the market capable of offering scalability to support up to **100,000 concurrent users**.

M. Lairloup was aware of customer references from UCOPIA in the entertainment industry: « We were quite confident that UCOPIA solutions would offer **premium quality**. With a capacity of 20,300 persons, our venue today benefit from a future-proof solution that combines **quality** and **flexibility**. »

By collaborating seamlessly, the different stakeholders in this project successfully overcame all technical constraints in designing an architecture that resulted in a **positive outcome**.

«The UCOPIA team proved to be available and committed to making our project a **thumping success**. They provided first-rate remote support, and this was key in achieving stability and quality in our daily operations", said Lairloup.



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This **digital transformation** also encourages AccorHotels Arena to review their use of marketing-oriented technologies as a means to deliver on the expectations of large crowds.

One key requirement was that the UCOPIA solution had to be future-proof in order to support any new opportunity emerging at any stage of the digital transformation. As Lairloup explains, «The UCOPIA platform paves the way to a **new marketing strategy** based on **user-focused** information collected through Wi-Fi.»

In 2016 alone, more than **52,000** users logged themselves onto the wireless infrastructure, while 99% of the unique users did so from their smartphones.

The new marketing approach is already successful; for example, **25%** of the online users in 2016 (e.g., 12,000+ individuals) **subscribed** to a newsletter through the option available from the AccorHotels Arena's captive portal.

Naturally, there are more successes ahead, as marketing campaigns will be more **granular** and **relevant** in tune with current and emerging trends, and with the goal of **delivering additional services** to attendees.

«We already leverage the Wi-Fi Analytics feature offered by UCOPIA, to build up visibility across attendee profiles that use Wi-Fi during our events», says Lairloup.

Nevertheless, to enroll additional users, **customization** is a must, and AccorHotels Arena wants to keep working on the authentication portal.

«Our ambition is to have this portal customized to the **specifics** of each event, and make it the one-stop gateway to the **first-class user experience** offered by AccorHotels Arena. We are implementing in-house efforts and working towards the automation of various data collection and CRM integration processes.

This will help us be more responsive, and also more relevant when making our decisions.»