ExtremeCloud Business Insights for Venues

Highlights

Improving User Engagement

- User, bandwidth, and application insights to understand user behavior and application preference
- Location intelligence provides real-time view to inform experience design and streamline operations
- Live reporting to inform decisions during the event

Providing Business Insights

- Rich analytics that help marketing, operations, and IT make data-driven decisions
- Real-time and historical data to identify patterns and trends
- Metadata annotation to identify the moments that spark fan engagement

Enabling Advanced Analytics

- Insights as a service is out-of-the-box dashboards that provide pertinent insights, reducing the need for complex configuration or data wrangling
- Data as a service facilitates data democratization to enable seamless integration with an organization's proprietary data sources using APIs

Transform data into actionable insights to enhance the fan experience, increase engagement and revenue and improve operations

Consumers expect more from in-person experiences than ever before and there is more competition for their entertainment dollars. Sports and entertainment venues, event sponsors, and leagues are competing with streaming services, high ticket prices, and alternative ways to spend leisure time. Vast amounts of money are being invested to fill seats, sell more concessions and merchandise, attract sponsors, and realize return on their efforts.

Useful pieces of information are being captured by the network as mobile devices connect and visitors move through the venue, accessing social media, using betting and venue apps, interacting with advertising, or purchasing concessions and merchandise. However, data is only valuable if it is actionable.

ExtremeCloud™ Business Insights for Venues is the centralized platform that transforms network data into actionable insights. The insights, in turn, inform decision-making, helping IT, operations, and marketing deliver strategic value back to the organizations.

ExtremeCloud Business Insights for Venues helps make the network a strategic asset by going beyond the surface level to provide valuable takeaways for growth and innovation.

Overview

Business Insights for Venues presents aggregated data in intuitive and customizable graphs that can be used to understand activity in the moment and patterns and trends over time. These analytics can be used to provide business insights to a variety of organizations outside of IT, including marketing and operations. The Business Insights API can export raw data, so it can be used by other applications for more comprehensive analysis and reporting.

Improving User Engagement

Offering network access also allows organizations to provide additional services and enhance loyalty. Savvy enterprises and organizations use the analytics from the network to improve engagement with visitors and fans through a range of experiences and services. At the same time, IT teams can ensure availability and speed.

Business Insights for Venues empowers organizations with valuable information encompassing trends, patterns, and correlations concealed within the network data so that they can optimize operations, deliver personalized experiences, and make data-driven decisions that monetize investments and impact the bottom line.

Delve into comprehensive audience behavior patterns, from entry to exit. Gain insights into crowd movement, popular gathering spots, and real-time engagement levels. Tailor offerings to enhance customer engagement and create memorable moments.

Monitor Shifts During the Event
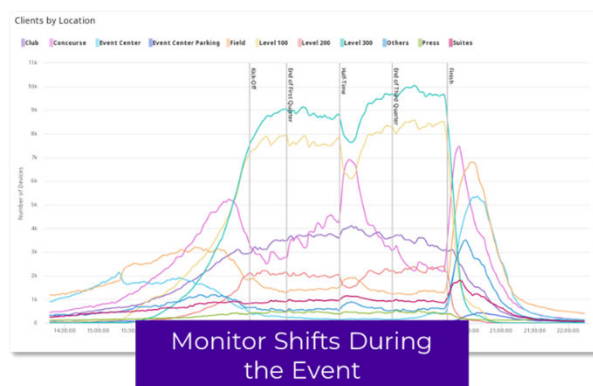
Providing Business Insights

Insights gleaned from Business Insights for Venues can be used to identify behavior to increase patronage, expand brand exposure, and understand client demographics and preferences.

Here are some examples:

- **Improve Operations**: Venues can use real-time location analytics to identify bottlenecks that could impact the fan experience or cause safety issues, allowing them to shift staff and minimize impact to fans. User, device and bandwidth insights help keep the network functioning at optimal levels.
- **Measure Marketing Effectiveness**: Understand what applications are being used on-site (social media, venue apps, betting apps, sponsor apps), understand how visitors are leveraging them to enhance their experience, and show the effectiveness of marketing and sponsorship spend.
- **Identify New Opportunities**: Track engagement with sponsor activity, leverage app engagement to create new experiences, or identify new sponsors.

Enabling Advanced Analytics

ExtremeCloud Business Insights for Venues operates as a dual-pronged service. It offers insights-as-a-service through readily available dashboards that require minimal setup effort. These out-of-the-box dashboards are designed to offer pertinent insights, sidestepping the need for complex configuration or data wrangling.

In addition, ExtremeCloud Business Insights for Venues serves as a data-as-a-service platform at the same time, facilitating data democratization to enable seamless integration with an organization's proprietary data sources using APIs. This flexibility empowers customers to blend their in-house data streams with the platform's capabilities, enabling a more comprehensive view of their operations and customer interactions.

Product Specifications

Standard Reporting (Historical or Live)
- Detailed Application Reporting - User, bandwidth, applications insights, metadata annotation (event markers), clients by service provider
- Crowd Flow Analysis - Location insights and suite engagement
- Connected Clients Summary Report – Shows the overall number of clients connected to the network
- Network Usage Summary - Shows the most utilized networks and bandwidth consumed
- Monitor Congestion for Critical Systems - Ticketing, POS, partner apps
- Comparative Analytics – Compare performance between different leagues, events and seasons
- Tracked Applications – Choose applications to track and see reports by application
- Track Betting Applications – Understand which apps are being used at what volume

Customized Reporting
- Data Studio - Create custom data visualizations
- Custom Markers – Define and apply metadata tags to track specific activities during an event
- Chart Library – Pre-configured quick reports and analysis
- Custom Events – Include events not listed in the pre-defined schedule
- Custom Dashboards – Create custom visualizations
- League Game Calendar/Schedule – Shows scheduled events by league

Data Integration and Export
- REST API – Enables data as a service capability
  - Export charts into PDF, PNG, JPEG, CSV, XLS or SVG

Network Preparation
- Preflight and Access Point Checks – IT dashboard to support network readiness testing

Platform Personalization
- User Preferences – Personalize landing page dashboards and charts

User Access and Permissions Management
- User Access Management – Role-based access control to manage user permissions

User Guidance and Help
- Online Help – Handbook providing user guidance for navigating product functionalities

Security and Privacy
- Designed with privacy in mind for customers subject to the EU General Data Protection Regulations (GDPR) and incorporating safeguards supporting GDPR compliance

Prerequisites and Dependencies

ExtremeCloud Business Insights for Venues relies on specific data sources and infrastructure to ensure that it functions optimally. Below are the two deployment models currently offered:

1. ExtremeWireless infrastructure (ExtremeCloud IQ Controller and Traffic/Analytics Sensor managed by ExtremeCloud IQ Site Engine): Venues with ExtremeWireless-controlled infrastructure gain insights into traffic analysis, location insights, and any reporting pertaining to wireless data.
2. External (third-party devices) wireless platform: Venues with a third-party wireless infrastructure deploy analytics and traffic sensors to collect data. ExtremeCloud IQ Site Engine is required to manage these sensors. These venues still gain insights into traffic analysis (application reporting) but lack insights into location analysis and reporting pertaining to wireless data.

Ordering

ExtremeCloud Business Insights for Venues is a subscription-based license that includes ExtremeWorks support.

SKU	Description
XBI-S-1K-EW	ExtremeCloud Business Insights 1K Pack – SaaS subscription and ExtremeWorks support, 1k end systems per year
XBI-S-10K-EW	ExtremeCloud Business Insights 10K Pack – SaaS subscription and ExtremeWorks support, 10k end systems per year

Service and Support

Extreme Networks provides comprehensive service offerings that include professional services to design, deploy and optimize customer networks, customized technical training, and service and support tailored to individual customer needs. Contact your Extreme Networks account executive for more information about Extreme Networks service and support.