



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

## CASE STUDY: DUBAI WORLD TRADE CENTER

# Increasing Network Capacity to Power Next-gen Digital Applications

### Technology Needs

- Reduce Convergence Times
- Streamline Network Configuration
- Reduce Provisioning Time and Effort
- Increase Network Resiliency
- Simplify Network Management

### Extreme Solution Components

- Extreme Fabric Connect™
- ExtremeAnalytics™

“With large exhibitions on the horizon, the world is looking to Dubai to set new standards for mega-events. We have risen to this opportunity to deliver on Dubai World Trade Centre’s mission of being a world-leading venue for conferences, exhibitions and events and providing a world-class business networking platform with integrated end-to-end services. Thanks to Extreme’s networking solutions we can do just that and offer best-in-class exhibitor and visitor experiences.”

**Farid Farouq, Vice President, IT, Procurement and Contracts, Dubai World Trade Centre**

DWTC is a sprawling campus of exhibition halls and smart office buildings in Dubai, United Arab Emirates. It has played a pivotal role in the growth of Dubai’s business tourism and trade since it was founded in 1979. DWTC hosts over 500 events every year in its 1.3 million square feet of exhibition and event space comprised of 21 halls and over 40 meeting rooms.

## Results

### ✓ Secure, Reliable, and Scalable Connectivity

- DWTC can now accommodate its demand for high-bandwidth digital applications, such as contactless engagement technologies, as well as high-definition video.
- DWTC can reliably host multiple CCTV cameras to improve venue security and the enforcement of COVID-19 safety protocols.
- Extreme Fabric Connect delivers network security features, which eliminate backdoor entry points, prevent lateral movements, and isolate potentially insecure devices.

### 🔗 Simplified Network Operations

- Extreme Fabric Connect delivers a simple and agile way for DWTC to deploy new services.
- Advanced capabilities of the VSP switches enable full-featured network virtualization to be flexibly deployed across a range of network environments.

### 📊 Real-Time Insights and Analytics

- ExtremeAnalytics provides DWTC with granular visibility into how its users, devices and applications interact with its network.
- Access to such real-time data allows the center to gain valuable usage insights to optimize its network’s capabilities as well as identify and mitigate overcrowding.