

EDGBASTON CRICKET GROUND

uses Wi-Fi to create a new
fan experience



Edgbaston is a world-class Cricket Stadium, home to Warwickshire County Cricket Club, the Birmingham Bears and England Cricket. In addition to match-day cricket the stadium provides space for conferences, weddings, exhibitions and other major events.

With permanent seating for 25,000 spectators, bright, modern and versatile facilities for conference, banqueting and hospitality, and complimentary Wifi, Edgbaston Stadium has been transformed into one of the UK's leading sporting venues in the centre of the country.

“Ucopia offer a level of professionalism and customisation that is unparalleled anywhere else on the market.”

Sean Miller

Digital Media Producer
Warwickshire County Cricket Club

THE CHALLENGE

Sean Miller, Digital Media Producer at Warwickshire County Cricket Club is responsible for creating media content for Cricket and Non-Match Day departments. Discussing about how it was important for him to have a solution to manage their wifi, Miller declared:

“We live in a digital world and our customers expect Internet access when they visit a place like Edgbaston.

Our job is to deliver outstanding customer service and our ambition is to be the best cricket business in the world. It is our responsibility to stay ahead of trends and we should deliver beyond our client's expectations. **We want to create experiences without boundaries.”**

“Overnight, our stadium can swell from having only 100 people here to having over 25,000 fans, delegates and production staff.” Miller continued. “Given the size of our stadium and the number of major events we host, **we need to balance the demand and cost for free WiFi against the return on investment from our users.”**

Commenting on the challenge the stadium faces to understand its customers demands and how they are consuming data, Miller stated: **“We want to know what they are looking at, on what device, for how long and what we can do with all of that information.** Also we need to know where our users have been acquired from, if they are here for sport, conferences, wedding or other events.”



SERVICES PROMOTION & REVENUE GENERATION

THE SOLUTION

Before implementing UCOPIA, the stadium had very limited WiFi around areas where a number of different manufactures and suppliers devices controlling specific locations were used. "The WiFi quality could be inconsistent in certain locations, which would often force us to use Ethernet cables patched out from phone lines into computers. In the conference and events spaces, customers couldn't always access the network. Mobile phones, tablets and laptops would either have to use 4G and tether to other devices or customers would have to use Ethernet cable from points in the wall. Looking back we were not delivering an acceptable level of service." Miller admitted.

Through UCOPIA, the stadium is able to have multiple controllers on the network that are not discriminated against by manufacturer or connection point. This adaptability allows the stadium staff to dictate where the hotspots and portals are and manage them accordingly.

"From a hosting perspective Ucopia offered us a level of flexibility that is not available anywhere else on the market. Ultimately this is cost and time efficient and a benefit to our business." Miller said. "From a customer perspective our users can connect quickly and securely to our WiFi network. Customers can use traditional registration or social authentication, which can connect users in seconds with a single click. **Ucopia allow us to offer a premium and user-friendly service to our customers which helps reinforce Edgbaston as a world-class sport venue."**

About UCOPIA, Miller pointed out "Ucopia have given us a **professional platform to offer our customers with a level of consistency that breeds trust and subsequently generates more use from our consumers.** Our ambition was to deliver a free WiFi platform for our customers to use, Ucopia have given us a platform that offers our customers exactly that. It not only makes **our user portal aesthetically appear as an Edgbaston product,** which is great for our users as it encourages trust through the familiarity and recognition of our brand, but it also allows us to understand our customers better, legally capture their data and generate a revenue stream by serving the user promotional content. There is a clean and simple workflow in the UCOPIA user experience and we absolutely love it."



Sean Miller is currently using the new UCOPIA Web Services platform for Wi-Fi Analytics and Wi-Fi Marketing. **"It is probably our favourite feature of the Ucopia system.** WiFi analytics allow us to understand our user/client behaviour. We are always looking to better understand our users so that we can serve them more effectively and improve our customer experience. Having a steady flow of new data, contact details and customer profiles lets us approach our users and engage in meaningful conversations about their experience and potentially signpost them to relevant future events."

Miller refers to Wi-Fi Marketing: **"The Web Injection tool is a fantastic addition for us** and we have been using it since it first became available. We see enormous potential for Web Injections in driving retail, ticket sales, memberships and general signposting of information. One of the greatest benefits for us is that **we can serve users adverts for our own products or products to a 3rd party,** either to exhibitors and event hosts or to our commercial partners. "

"By allowing us to measure and monetize the system, UCOPIA is offering us a way to create a revenue channel so we can make our WiFi a self-sustaining business platform. In a strange way we are the one's getting free WiFi!"

To conclude about UCOPIA, he added : "We love the way that Ucopia operate and the way that they have developed their WiFi infrastructure over the past year that we have been together. Through the quality of Ucopia's product and the support of their staff we envisage continuing to develop this partnership for a long time to come. **Ucopia are helping us provide a world-class customer experience, beyond the boundaries of our customer's expectations."**

ABOUT UCOPIA **UCOPIA** TURN YOUR WI-FI UP

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

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