boingo

Introducing

SMART™ Networks

A New Era of Airport Wireless

Airport Wi-Fi Networks, Re-Imagined

Today's travelers expect connectivity wherever they go. But keeping passengers satisfied is more complex than simply offering free Wi-Fi, because consumers have very different needs when it comes to connectivity. The Wi-Fi requirements of an occasional leisure traveler who gets online to check email or update Facebook before boarding are vastly different from those of a business traveler, who wants the airport Wi-Fi network to function as an extension of the office.

To address the need to offer passengers more choice and control to meet their individual needs, Boingo has pioneered an innovative new "S.M.A.R.T." network design that is **Secure**, **Multi-platform**, **Analytics-driven**, **Responsive**, and **Tiered**.

Secure

Boingo has long employed industry best practices to minimize the number of attack vectors available to hackers both on-premises and off-premises. However, public Wi-Fi's historic security weak spot has been the open wireless connection from the end user to the physical network. **SMART Networks eliminate that security weakness by supporting WPA2 encrypted connections using Passpoint™ technology**. Passpoint streamlines network access in hotspots and eliminates the need for users to find and authenticate a network each time they connect. Boingo is a pioneer in the deployment of Passpoint Secure networks, and played an instrumental role in bringing the standards to market.

Multi-Platform

Because smartphones, tablets and laptops have different activity and data consumption profiles, SMART Networks optimize bandwidth based on usage and device. **Boingo's different service offerings enable passengers to select speed and bandwidth levels based on their individual needs and preferences**; the intelligent network optimizes bandwidth delivery to enhance the user experience.

Analytics-Driven

SMART Networks offer venues valuable data about their passengers—like demographics, how much traffic each passenger utilizes, and what types of devices they favor. But because SMART Networks can be architected with increased access point (AP) density, location-based services like queue management, pathing, wayfinding and more are all possible. **These analytics provide airports with actionable insight to better serve their passengers.**

Responsive

Depending on the time of day, weather impact or other variables, the demand on Wi-Fi networks can vary widely. Balancing flexibility, capacity, and connection performance requires an infrastructure capable of adapting to demand on the fly. **SMART Networks continually evaluate the level of service being provided and ensure that the network is delivering the defined user experience for each class of service.** What's more, Boingo's content management system (CMS) tool empowers airports to make changes to the Wi-Fi landing page in real time, to communicate vital information about weather events, emergencies, and more.

Tiered

Above all else, SMART Networks are built on the principle that Wi-Fi is not a one size fits all proposition. As a result, **SMART Networks deliver an innovative "class of service" design that enables differing connection experiences to different users over the same network.** Airports can offer complimentary Wi-Fi service designed to support e-mail or casual Web browsing to one user while offering a premium class of service designed to address the needs of an enterprise user to someone else.

> "Let's remember: We have to pay to have Internet access in our own homes, and the companies that we work for pay for the Internet access that employees have. **A tiered approach makes sense.** For a traveler doing just simple email, the basic is fine, **but if a family wants to download every episode of 'Downton Abbey' to their device, they should be prepared to pay for that."**[1]
>
> Henry Harteveldt
> Travel Industry Analyst
>
> HUDSON CROSSING

Typical Menu of Service Offerings

In a typical deployment, airports offer three popular classes of service with different economic models. SMART Networks also support additional options based on an airport's individual business requirements.

Class of Service	Passenger Segment	Primary Device	Connection Speed	Use Case Examples
Complimentary (Supported by Boingo Media ad platform)	Price-conscious occasional travelers		Up to 5.0 Mbps	• Check email • Update social media status • Browse news
Transactional	Tech-savvy occasional travelers and/or families who need a bandwidth boost		Up to 10 Mbps	• Stream HD video • Upload vacation photos • Download and access apps
Subscription	Frequent business travelers who need the airport to serve as an extension of their office		Up to 20 Mbps	• Access file sharing and cloud storage services to upload/ download large files • Want seamless and secure Wi-Fi roaming as effortless as cellular roaming

Find out how to keep passengers connected and take customer satisfaction to a whole new level with SMART Networks from Boingo.

Visit us online or contact us to learn more:
www.boingo.com/SMARTNetworks | 310.586.5180

boingo

1. http://www.businesstravelnews.com/Hotel-News/Hotels-Changing-Internet-Pricing-Rules/?ida=Hotel%20Chains&a=proc