ZEBRA

Zebra Technologies' Wireless Infrastructure For Improved Visitor Experience At Moscow's Gorky Park

ABOUT GORKY PARK

Gorky Park attracts 40,000 people daily and up to 250,000 visitors on weekends and public holidays. The Park has undergone a transformation in recent years and is now the first world-class park in Russia with spaces for leisure, sport, dancing and outdoor games. The Park offers free entrance, Wi-Fi coverage, new areas designed to meet current trends, a well planned program of events and visitor care, making it a key attraction for teenagers, adults and particularly families.

The Park has recently deployed a new Wi-Fi infrastructure to replace a legacy network, built using previous generation equipment, which was failing to cope with the demand and to meet the up-to-date requirements of a wireless network. Wanting to offer a first- class visitor experience, the Park decided to redesign the existing network and replace it with an Enterprise class solution.

The Park reviewed solutions of key Wi-Fi equipment manufacturers represented on the Russian market and studied the project experience and industry expertise of professional integrators. The results of this analysis showed the wireless solutions from Zebra Technologies as offering the best quality of operation. OM-ID, a professional integrator, platinum partner of Zebra Technologies and the only company in Russia with a status of Elite Specialist in wireless networks, was chosen to install the network. The general project partner PAO "MegaFon"also provided a high-speed communications channel and a captive portal for the registration of network users.

Just after the network's launch, a major event attracted 20,000 visitors and the system performed well, supplying thousands of simultaneous connections. Indeed, it's playing a lead role in helping to deliver a world-class visitor experience. Now, a wireless connectivity with almost unlimited speed and seamless roaming allows visitors of the Park to use various online resources, such as Facebook, Instagram, Vkontakte, Messengers (WhatsApp, iMessage, Telegram), Skype, Viber and YouTube.

SUMMARY

Gorky Park

Customer
Gorky Park, Russia

OM-ID
Wisdom of the East - Technologies of the West

Partner
OM-ID

Industry
Leisure

Challenge
Gorky Park needed a new wireless network which could cope with growing levels of wireless traffic and data transfer

Solution
- Zebra RFS 7000 Wireless Switch
- Outdoors: Zebra AP 7181 Access Points and Zebra AP 6562 Access Points
- Indoors: Zebra AP 7131 Access Points

Results
- All visitors can now access robust, secure and fast wireless broadband services throughout the parterre section of the Park with seamless roaming
- Real time monitoring allows for adjustment of the network to the constantly changing radio environment
- Secure connectivity is guaranteed by the built-in security system

Challenge

Several years ago a free Wi-Fi network was installed in the Park. However, by 2014, with the rapid growth of mobile traffic and levels of data transfer, it could no longer meet the modern users' requirements. Concerned with how this would affect the visitor experience, the Park's management team decided it was time to deploy a new wireless network that could provide robust security and deliver reliable and fast coverage for users across the parterre section of the Park.

Solution

Professional integrator OM-ID was chosen to install the network due to its experience of delivering challenging infrastructure projects.

Aiming to provide a quality wireless service based on the number of mobile clients in different areas in the parterre, OM-ID selected AP 7181 and AP 6562 outdoor access points, as well as AP 7131 indoor access points. The latter were installed in restaurants and cafes. The network has an RFS 7000 switch at its heart, which can support tens of thousands of mobile clients. Now visitors can use Wi-Fi at an almost unlimited speed in both 2.4 and 5 GHz bands.

The RFS 7000 WiNG architecture distributes intelligence to every access point and controller in the network. The system automatically selects the best possible route for traffic. It also continuously senses its status to adjust to changes in the RF landscape and correct issues before they impair performance. For example, if an access point fails, the network balances load over nearby points.

The system is also designed to be easy to build and maintain. Access points automatically register and the network can be remotely monitored and fine-tuned from a common web-interface that also provides access to performance analytics.

In addition, the WiNG architecture is highly secure. The RFS 7000 and access points offer a wide range of security features including an integrated firewall, IPSec VPN gateway, MAC-based authentication, wireless intrusion protection and more.

Results

Now visitors to the parterre area of the Park can connect to a fast, secure and reliable Wi-Fi service, and the number of mobile devices accessing the network does not affect connectivity. Seamless roaming allows visitors to move around without any connection losses, and strong security protects their devices and the entire network from hacking. As well as preventing bottlenecks at the controller, the distributed nature of the WiNG architecture cuts infrastructure requirements.

And, it comes with a central management tool that makes it so easy to optimise the network performance that maintenance costs are virtually eliminated. Before launching the new network, the Park's IT team has been trained to use the system by OM-ID, and the hardware is covered by a three- year Zebra Technologies' warranty.

> "Gorky Park is one of the most popular visitor attractions in Moscow. With the help of OM-ID, we have recently deployed a Zebra Technologies wireless network in the Park. The network helps us to deliver a world class visitor experience as it provides reliable, high-speed internet access."
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> **Lizunov Alexey, IT Director, Gorky Park**

FOR MORE INFORMATION, PLEASE VISIT WWW.ZEBRA.COM

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