



## Win-Win Strategy for WLAN Stadium Opportunities

### INTERNAL ONLY

*“Stadium deployments are not for amateurs.”*

Anonymous

In today's mobile world, we are increasingly consuming content and conducting business using our smartphones and tablets. This user behavior is driving the need for Wi-Fi access everywhere. Owners and organizers/promoters of large public venues such as stadiums, arenas, and convention centers are looking to leverage Wi-Fi services for incremental revenue opportunities and to deliver a better user experience to the fans/attendees.

While WLAN stadium opportunities may appear attractive on the surface, the deployments are very complex. The requirements of the deployment and the expectations of the customer (i.e., the vision of the venue organizers and promoters) are usually far ahead of what technology and products can deliver today. Given the complexity of the planning and deployment, professional services (PS) is a key ingredient for success in stadium deployments—while product capabilities are important, deployment and ongoing fine tuning comprise 80% of the challenge. Unless stadium deployments are managed very carefully, starting with setting the right expectations, we'll have an unhappy customer and a questionable ROI for Avaya.

Most stadium opportunities typically have a significant component of wired infrastructure (data center, core, access switching, unified communications, video surveillance, network access control, BYOD management, etc.), which Avaya is best equipped to deliver. Avaya's strategic focus for our WLAN 9100 series is the enterprise, mid-market, and the GEM verticals (state and local governments, education, and healthcare). Avaya can also manage the overall project/deal as a professional services engagement.

Xirrus has the product breadth (purpose-built Arrays and a myriad of antennas) and experience in successfully deploying WLAN in stadiums. Xirrus also has the credibility to lead a rational discussion with the customer to set the right expectations around the WLAN solution for the venue. Therefore, Xirrus is best positioned to address the WLAN portion of a stadium deal.

This clear delineation of focus on stadium deals will ensure a successful deployment, a happy customer and a healthy revenue stream for both Avaya and Xirrus.

Please refer to the flow chart for guidance on how to approach a WLAN opportunity for large public venues such as stadiums, arenas and convention centers.

For additional information or to engage the right resources at Xirrus, please contact:

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### Rules of Engagement for WLAN Stadium Opportunities

