



# HAMBURG INTERNATIONAL AIRPORT CASE STUDY

Improving Tourist Experiences with free WiFi

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## OVERVIEW

Hamburg International Airport wanted to set up a free WiFi service for all their visitors. The airport processes around 17 million people in transit each year with more than 150 thousand operating flight movements and moving freight of about 33,000 tones.



## REQUIREMENT

- Fast WiFi
- Reliable WiFi
- Free WiFi
- Serve millions of passengers
- Easy WiFi integration with multiple Systems Integrators
- Management of High Density User Traffic
- Dividing bandwidth equally among all users



## HOW WE HELPED

- Simplified control of network through WiFiLan
- Provided easy, Intuitive click through login for passengers
- Set up fair-use policies per user
- Bandwidth management through WiFiLan
- Remote troubleshooting
- Easy integration with third party vendor hardware
- Total BYOD support

# CASE STUDY HAMBURG INTERNATIONAL AIRPORT

*Hamburg Airport Helmut Schmidt, is the second largest and one of the busiest airports in Germany. Built in 1911, the airport has gone under a lot of expansion. The most recent and distinctive expansion happened in 1990, under architect Meinhard Von Gerkan, the architect who designed the Berlin Central Station too. Post expansion in 1993, the airport witnessed increments in passenger movement. In 2019, Hamburg airport recorded a transit of 17 million people and around 150 thousand flight movements. The city of Hamburg also happens to be a globally connected place. The 2017 G20 summit happened in Hamburg*

# CASE STUDY HAMBURG INTERNATIONAL AIRPORT

## Problem

Hamburg Airport Helmut Schmidt, is the second largest airport in Germany. It is ranked 25th in the world. The airport wanted a reliable, easy to manage hotspot controller to get everything under one umbrella. Hamburg Airport had procured Access Points from Mikrotik and Cisco Meraki. However, they faced the challenge of integrating all of those APs under a single console to control their network, manage users on the network and enforce fair-use and bandwidth-based policies on end users. They wanted end-users to utilise the WiFi freely, but another one of their key requirements was the enforcement of session-based limits of usage on end-users.

The Access Points were set up at strategic locations that would churn out the most number of visitors per day. They were installed at over a hundred places.

## Challenges

Here are some key challenges we had to face while implementing this project:

- Scaling the network
- Large area to cover
- Segmentation of access to WiFi to airport staff and guests
- Managing high density of people
- Working with third party System Integrators

## Solution

The problem at hand was mainly about Hamburg Airport wanting a software-defined approach to solving their hotspot management problem.

We provided them with WiFiLan, our cloud-based, hotspot management software which allows administrators to configure and manage policies which are applied to end-users on the network.

WiFiLan's bandwidth management policies allowed the airport to schedule fixed session-limits for end-users to ensure equally seamless WiFi experiences for all.

# CASE STUDY HAMBURG INTERNATIONAL AIRPORT

Compliance-based policies configured on the network were applied to deny access to illegal content and filter sensitive URLs. WiFiLan's inbuilt Captive Portal helped the airport set up an easy to use, intuitive user interface for passengers to log into the network. We successfully integrated Microtik and Cisco Meraki Access Points with.

## Impact

The project was completed to the satisfaction of the authorities at Hamburg Airport. The deployment of WiFiLan impact the Airport in multiple ways. Here are a few key highlights of how WiFiLan changed the WiFi experience at Hamburg airport :

- Increased usage of WiFi services
- WiFi used by over 100K users daily
- Enhanced User Experience

- Significant improvement in passenger satisfaction ratings for WiFi
- Positive sentiment expressed towards the Airport management
- Bandwidth policies ensured equally seamless experiences
- Happy Passengers!