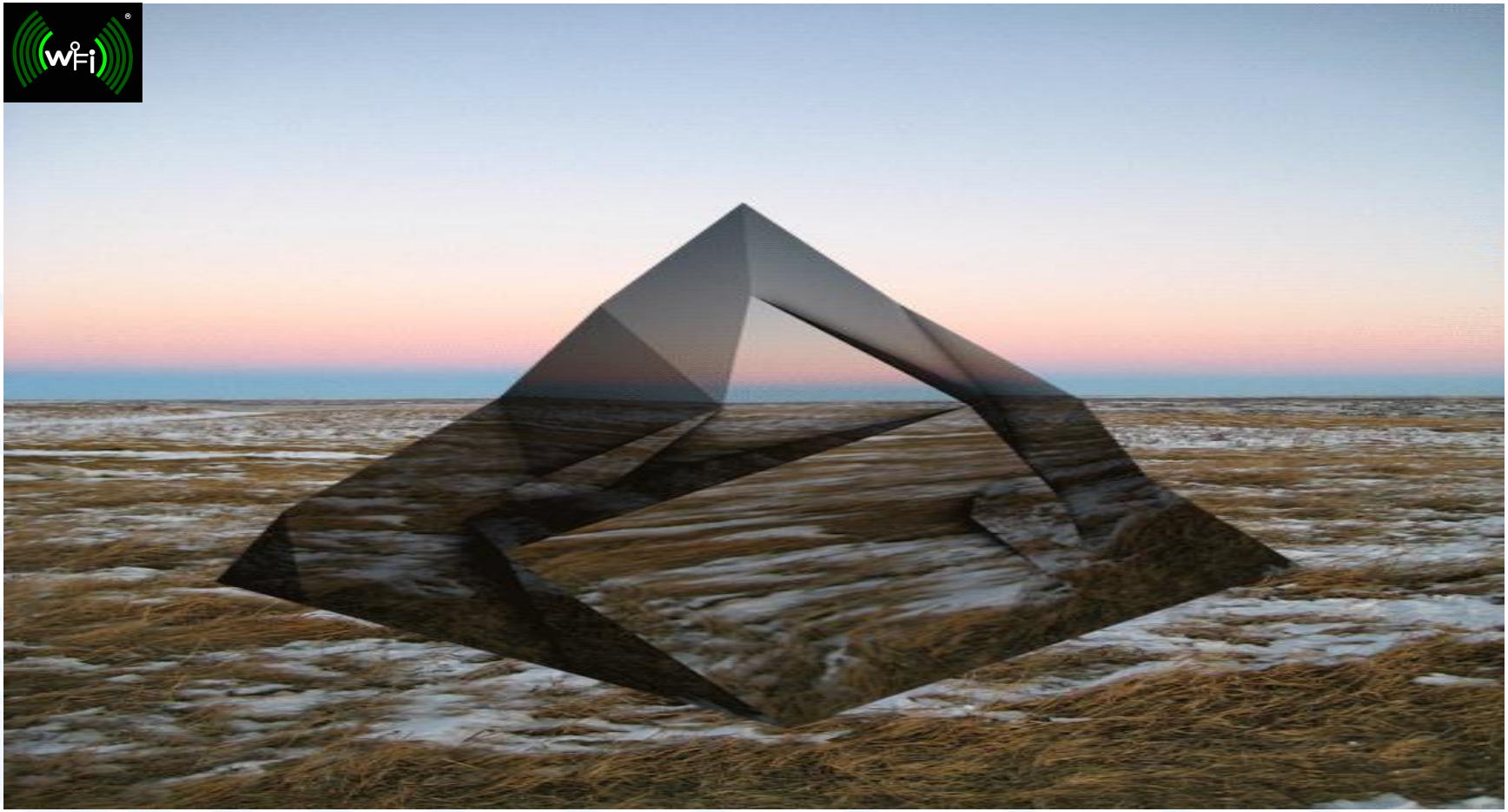
Dallas Fort Worth Int Airport - WiFi Strategy



Dallas /Fort Worth International Airport
WiFi Strategic Plan

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Professional Background

- IBM – MVNS at Open System Center
- Sprint (before merger) – Sr. Product Manager – Solution Test bed
- Novitaas Inc. – Director of global networks
- Cisco Systems – Sr. Program manager , telecom carrier group
- DFW Int Airport – Telecommunication Manager, IT
- DFW Int Airport – Assistant Voice President of IT, Systems Operations and Support group

So Should We Do the WiFi Deal OR What?

… I Say.. Do.. But Wait ..Wait

Airport's WiFi Background

- 2001 and before – Wayport and MobileStar were installed in the terminals (A, B, C and E)
- Many RF conflicts
- Services were just as fast as of dial up
- Every device was fighting for a connection
- Mobile devices were not so mobile at that time
- Most mobile devices were not even developed yet
- Phones were not so SMART
- No RF for phone coverage
- DAS (distributed antenna system) did not exist

Progress/Events Since 2001

- MobileStar ceased operation in 2001
- Selection of T-Mobile Hotspot services (Pay) at Airport
- DFW airport , one of the first airport's to have a large WiFi & DAS venue (10 million + sqf), 2002
- Construction of international terminal D and expansion of WiFi & DAS (seven level), Go live 2005
- Contract with T-Mobile expired in 2012
- Airport bid for a new service provider/partnership
- AT&T was awarded (Free Model) and transition to new system was planned for 2012-2013 (18 months)

Challenges and Opportunities

- T-Mobile's Hotspot business unit sun setting
- T-Mobile to AT&T transition time was planned for 18 months & it changed to "Complete ASAP"
- Impact of contract's Ts & Cs on project
- Impact of legacy system Vs. new design & technology
- Impact of "Free" model vs. "Pay" model"
- Two terminals (1/3 of the terminal) under renovation & satellite terminal coming online
- Building 40 new communication rooms in 4 terminals simultaneously with two constructions companies
- Customer Satisfaction

Progress Since 2011 & Beyond - Con

- T-Mobile usage = 2000 connections per 24 hours for all terminals
- T-Mobile = 217 APs covering all terminals (public only)
- AT&T usage = 28k-54k connections per 24 hours, all terminals, over 8 million since Jan 2013
- AT&T = 630 APs (dual radios)and counting, forecasting another 320 – 400 to be installed

WiFi Scopes

- Public Usage
  - All public areas of the terminals
  - Garage level wifi coverage
- Private Usage
  - Airport mobile applications
    - Internal Airport SSIDs/Vlans
    - BRS, Baggage Reconciliation System @ RAMP level
    - Airport CODE compliance
    - Airport's customer service surveys
    - Airport employees
    - Airline & Concessioner Ready

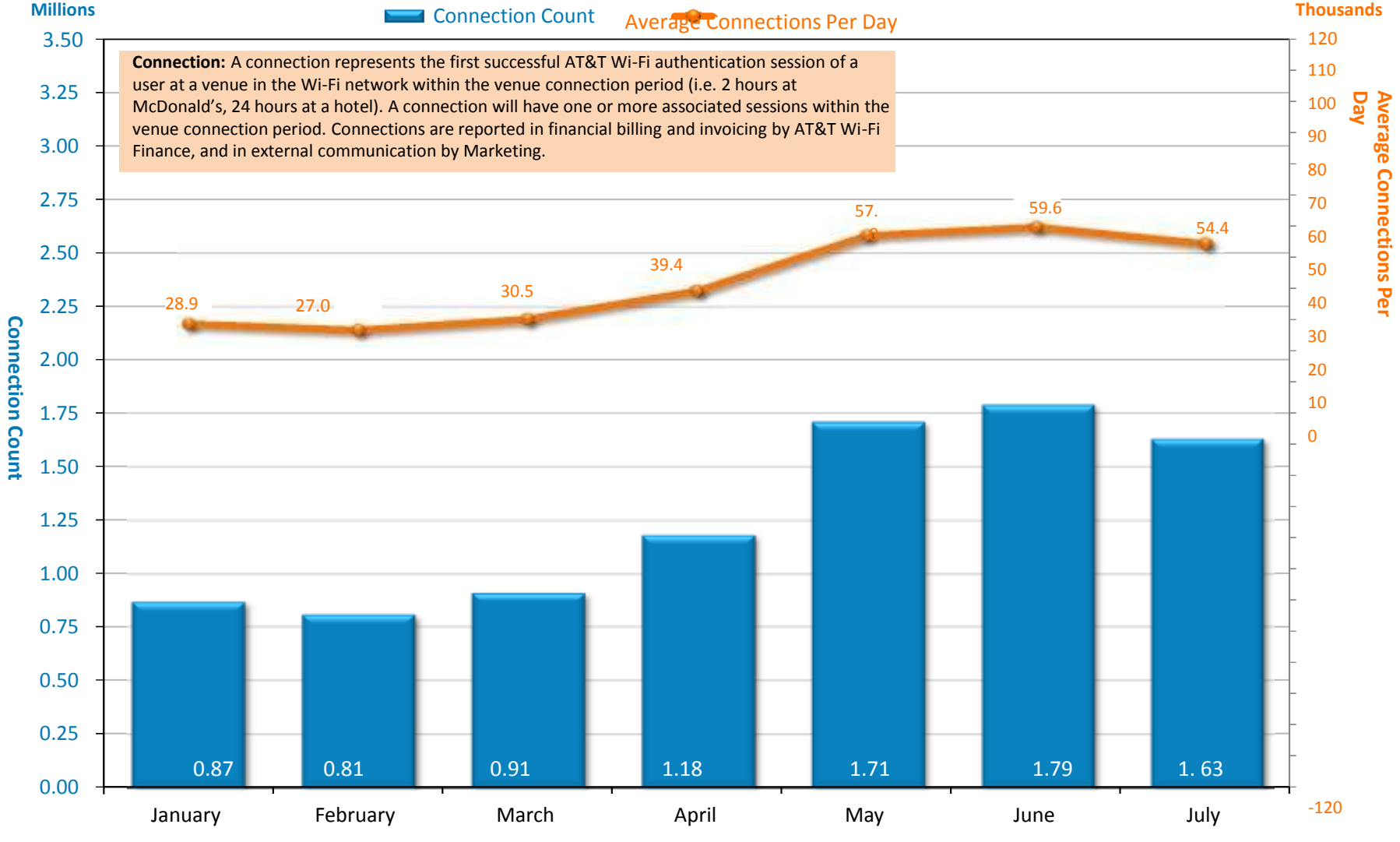
AT&T Wi-Fi Solutions

Dallas/Fort Worth International Airport

Total Connections By Month

January – July 2013

DFW



Connection: A connection represents the first successful AT&T Wi-Fi authentication session of a user at a venue in the Wi-Fi network within the venue connection period (i.e. 2 hours at McDonald's, 24 hours at a hotel). A connection will have one or more associated sessions within the venue connection period. Connections are reported in financial billing and invoicing by AT&T Wi-Fi Finance, and in external communication by Marketing.

Things to Know & Be aware

- Have a Strategic Plan & Lead the Way
- Be involve in the contract negotiations
- Input on contract's Ts & Cs
  - Transition plan to be part of the contract
  - Be aware of technology "refresh"
  - Be aware of capital depreciation
- Impact of "Free" model vs. "Pay" model
- DAS offload to WiFi
- Not a "Install it" and "Forget it" model
- Enforce "Wireless" policy, RF Management

Things to Know & Be aware - cont

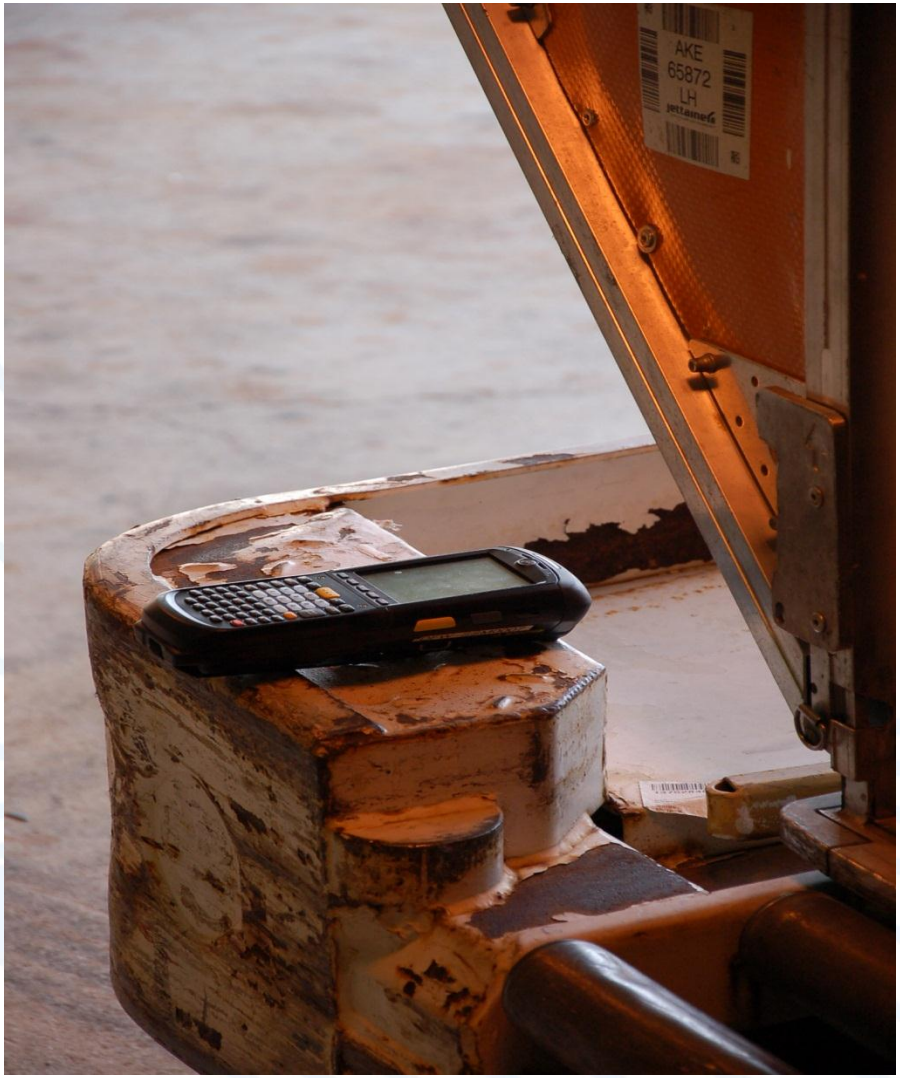
- Clear communication on all levels about the execution
- Creating a Core team & identifying team member's roles and responsibilities
- Identifying key elements in pre-plan meetings
  - Infrastructure build out months in advance
  - Backbone connections done weeks in advance
  - Network hardware installed as backbone connections are done
  - Create two maintenance windows to support the cutover
- Have a Plan B

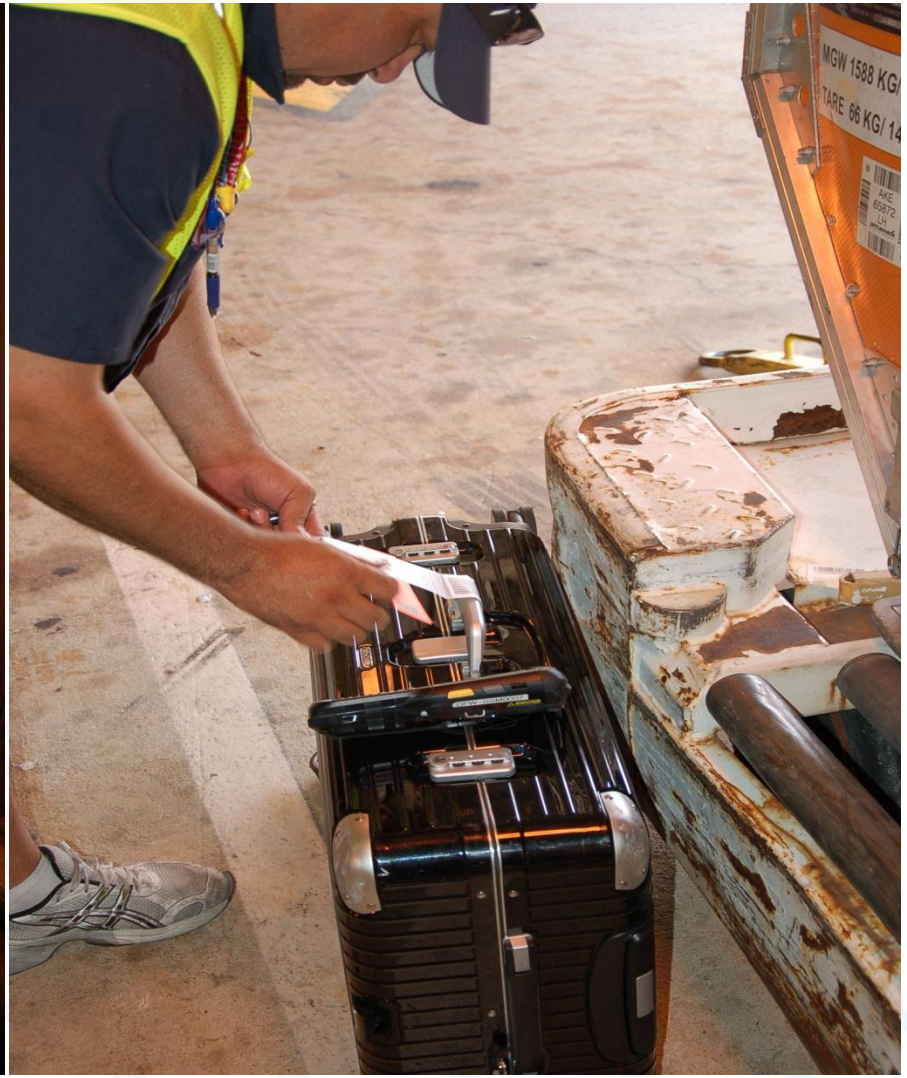
Implementation of the WiFi, Public & Private

Implementation of the WiFi, Public & Private

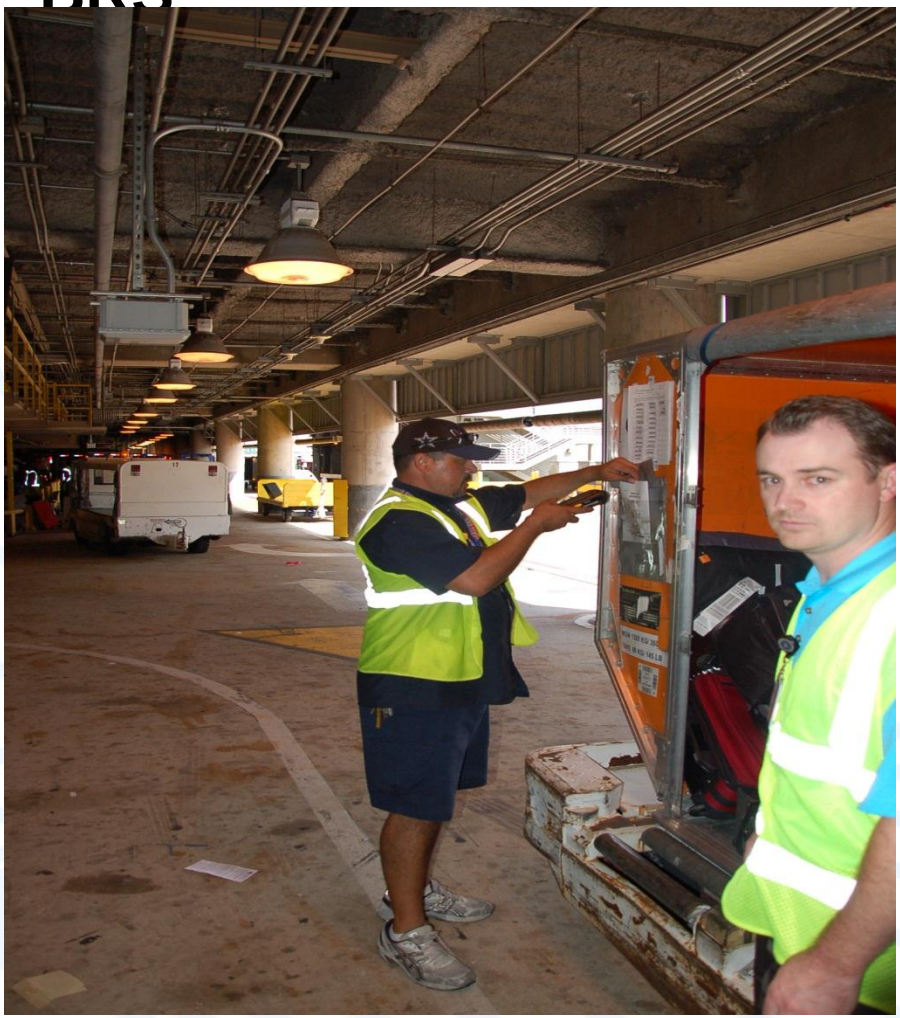
Implementation of the WiFi, Public & Private

Implementation of the WiFi, BRS Device





Implementation of the WiFi At Ramp Level - BRS



Implementation of the WiFi, Public & Private

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Thank You