Airport Analytics:
Demystifying Data, Developing Strategies

Marc Patterson, Vice President of Products, Boingo Wireless

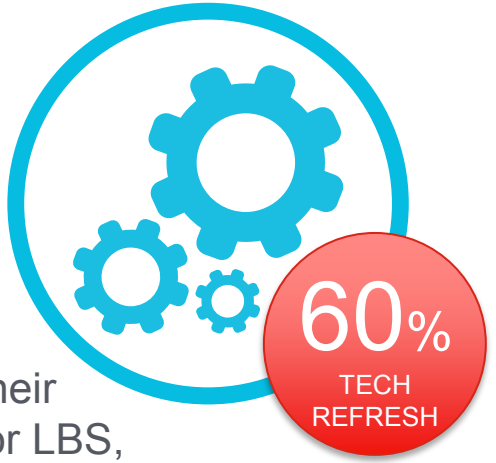
Sept. 7, 2014

boingo

Airport Analytics: A Hot Topic

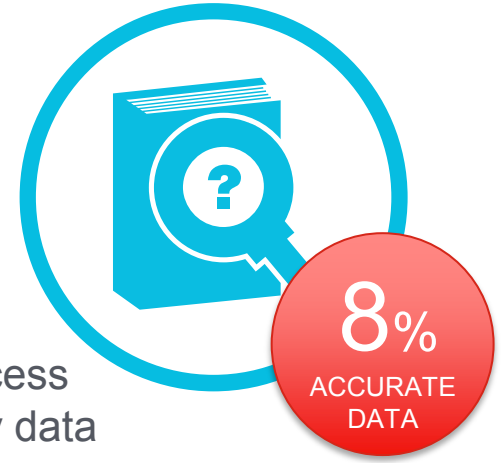
80% plan to invest in BI by 2016

60% to refresh their IT tech for LBS, analytics



70% to offer mobile services to customers

Only 8% have access to quality data



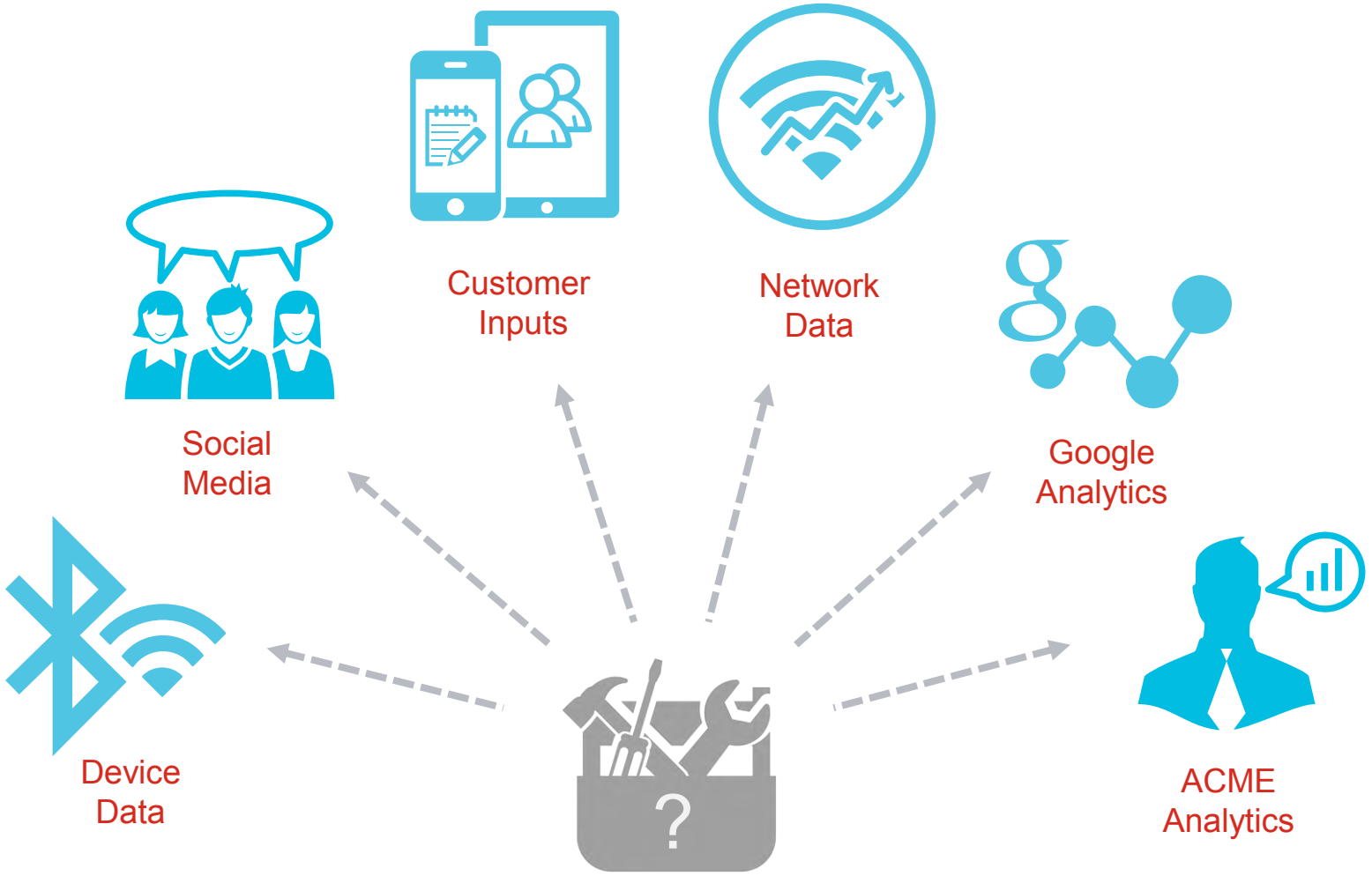
© 2014 Boingo Wireless – Confidential – Page 2

boingo

Source: SITA “Airport IT Trends Survey 2013” http://www.sita.aero/surveys-reports/industry-surveys-reports/airport-it-trends-survey-2013

Airport Analytics: What's in the Toolbox

Data analytics tools are plentiful, but synthesizing data from multiple sources remains tough



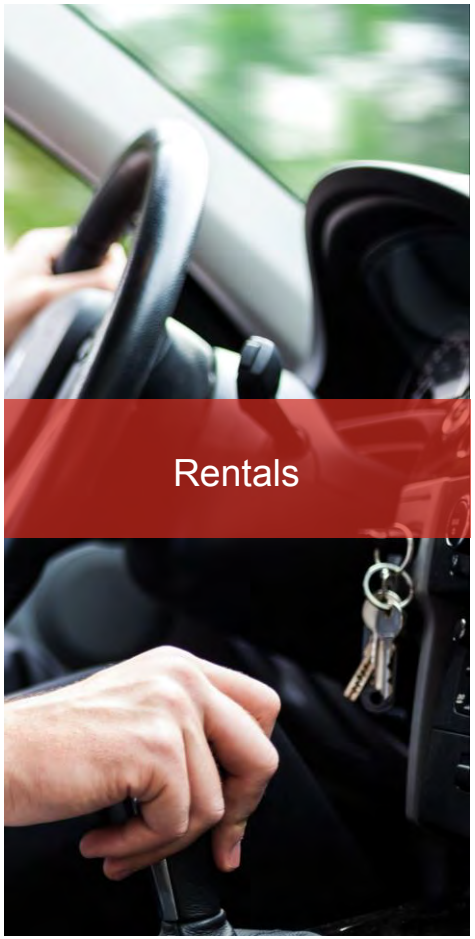
© 2014 Boingo Wireless – Confidential – Page 3

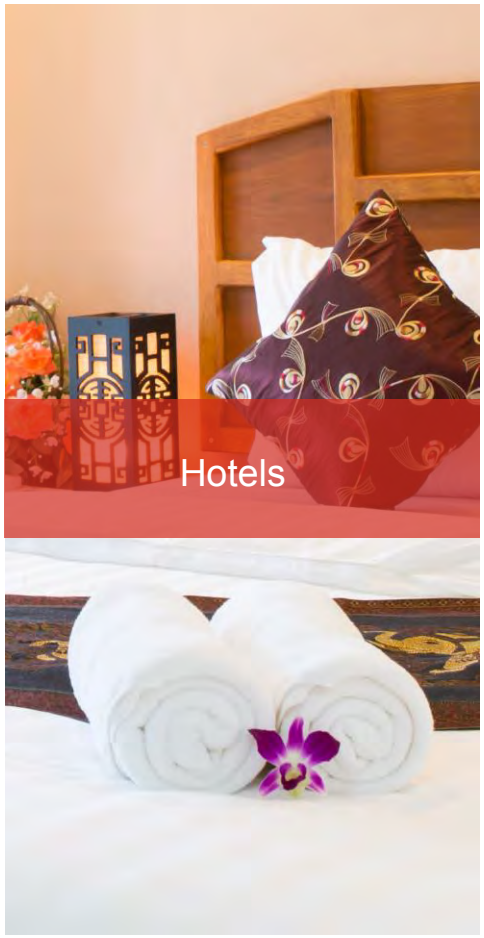
boingo

"Think about the tremendous good that can come from people sharing information with the right people in the right ways."
- Larry Page, Google
Perception
VS.
Pursuit
boingo

The Potential of Airport Analytics

Tremendous potential exists to understand, serve traveler needs, preferences, patterns

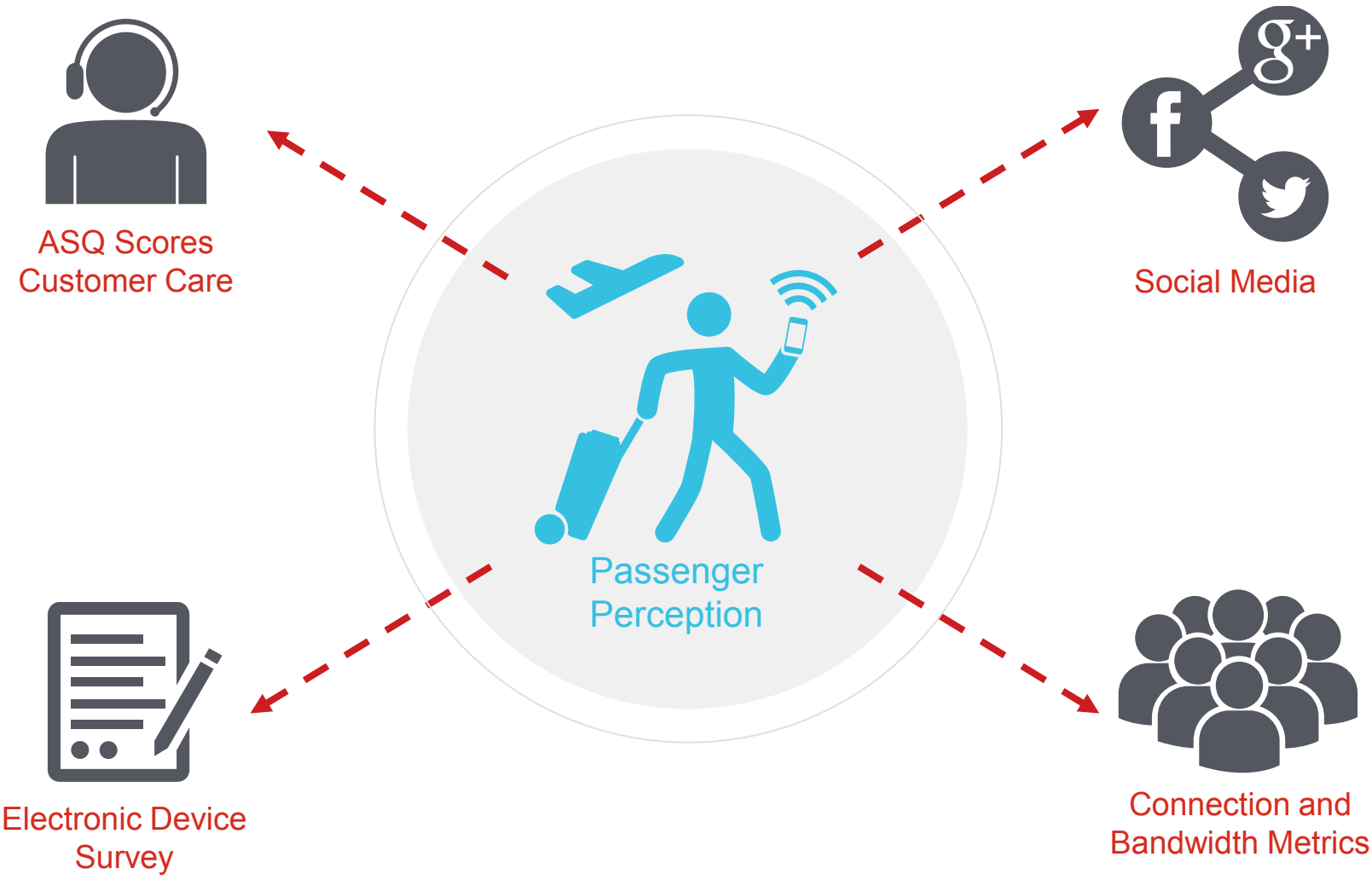




© 2014 Boingo Wireless – Confidential – Page 5

boingo

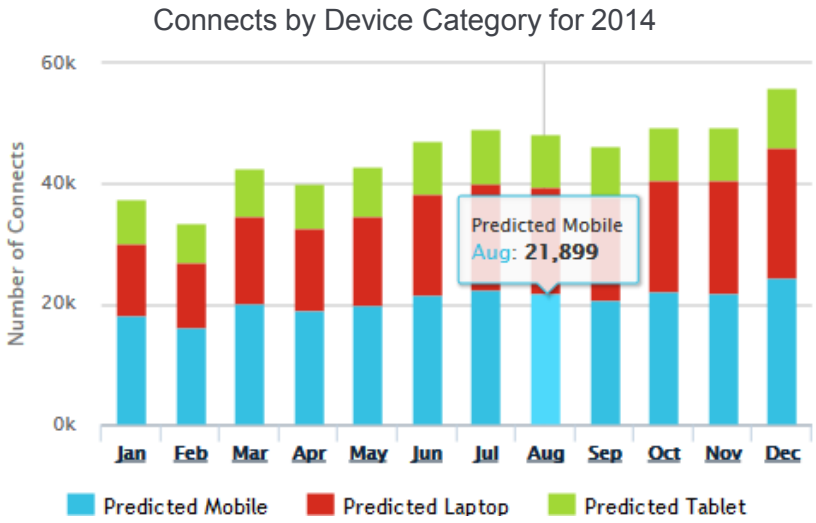
Analytics in Action: SEA-TAC



© 2014 Boingo Wireless – Confidential – Page 6

boingo

The Future is Here: Predictive Analytics



Predictive analytics provides insights into Wi-Fi usage growth

Benefits:

- Plan for increased demand
- Improve response to disruption
- Increase customer satisfaction

Factors influencing passenger Wi-Fi usage include:

- Venue
- Device choice & mix
- Time of day/ week
- Seasonal/ holiday patterns
- International vs. domestic travel

boingo

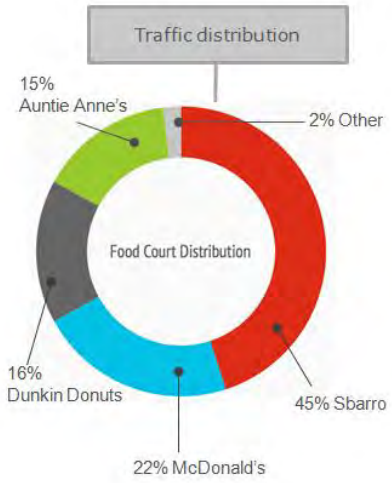
Predictive Analytics: Opportunities

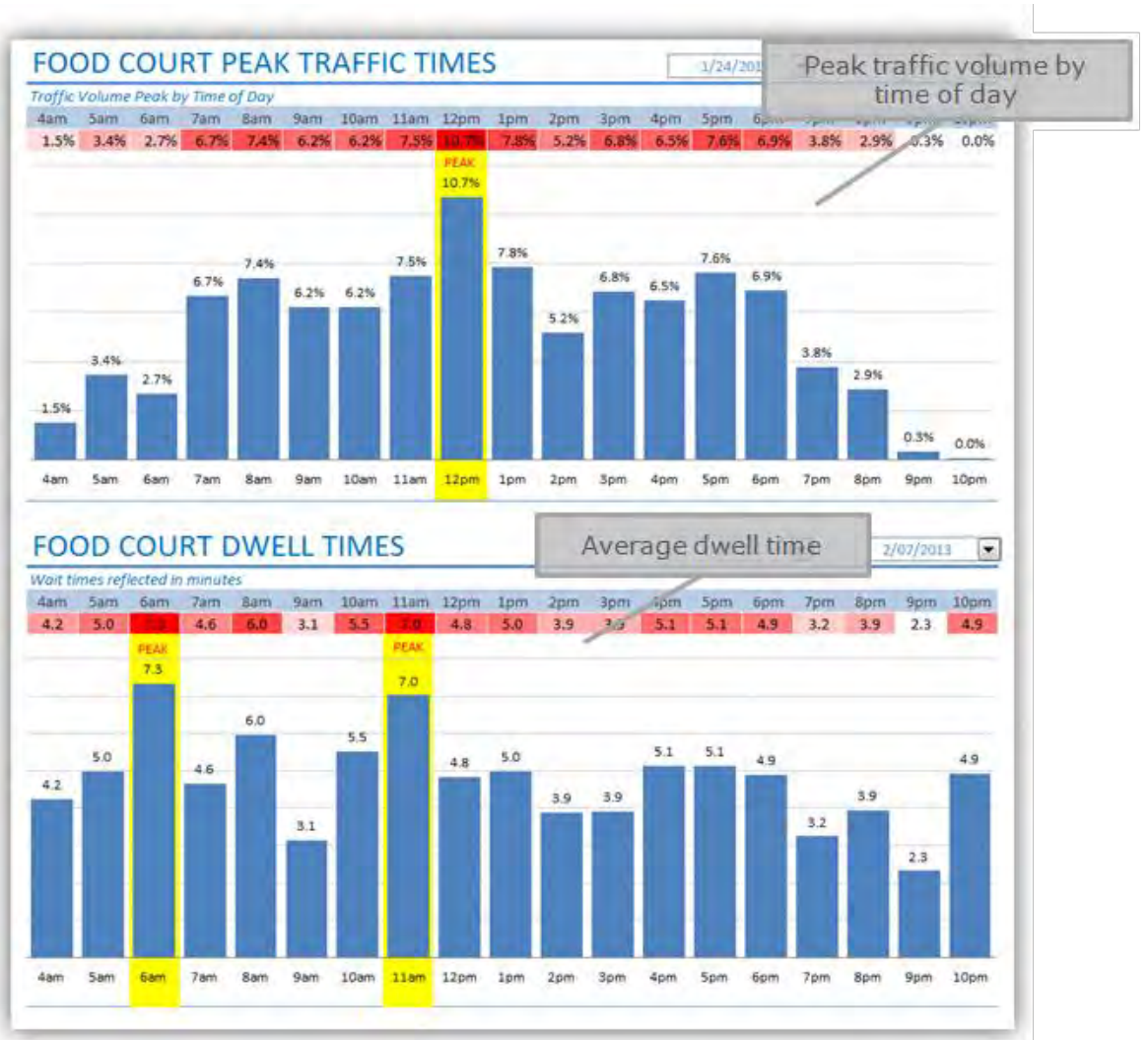
Passenger Behavior

- Industry/Like-Airport Comparisons
- Passenger Transit
- Wi-Fi Utilization

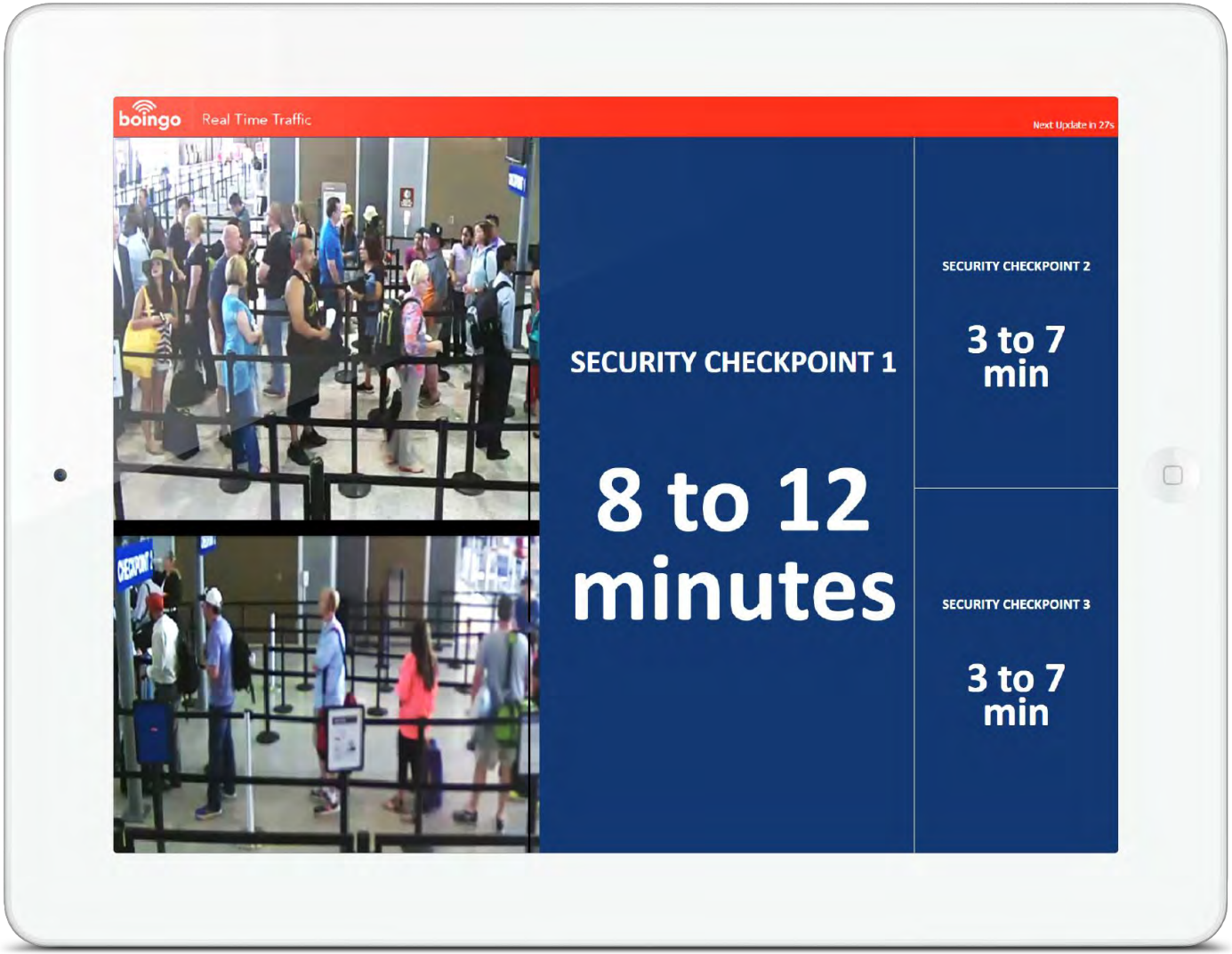
Driving Factors

- Demographics
- Preferences
- Venue Location
- Time of Day
- Seasons & Holidays





Real-Time Location-Based Services



Future Airport Use Cases

Safety/Security

Real-time breach counts
Passenger counts during emergencies

Construction

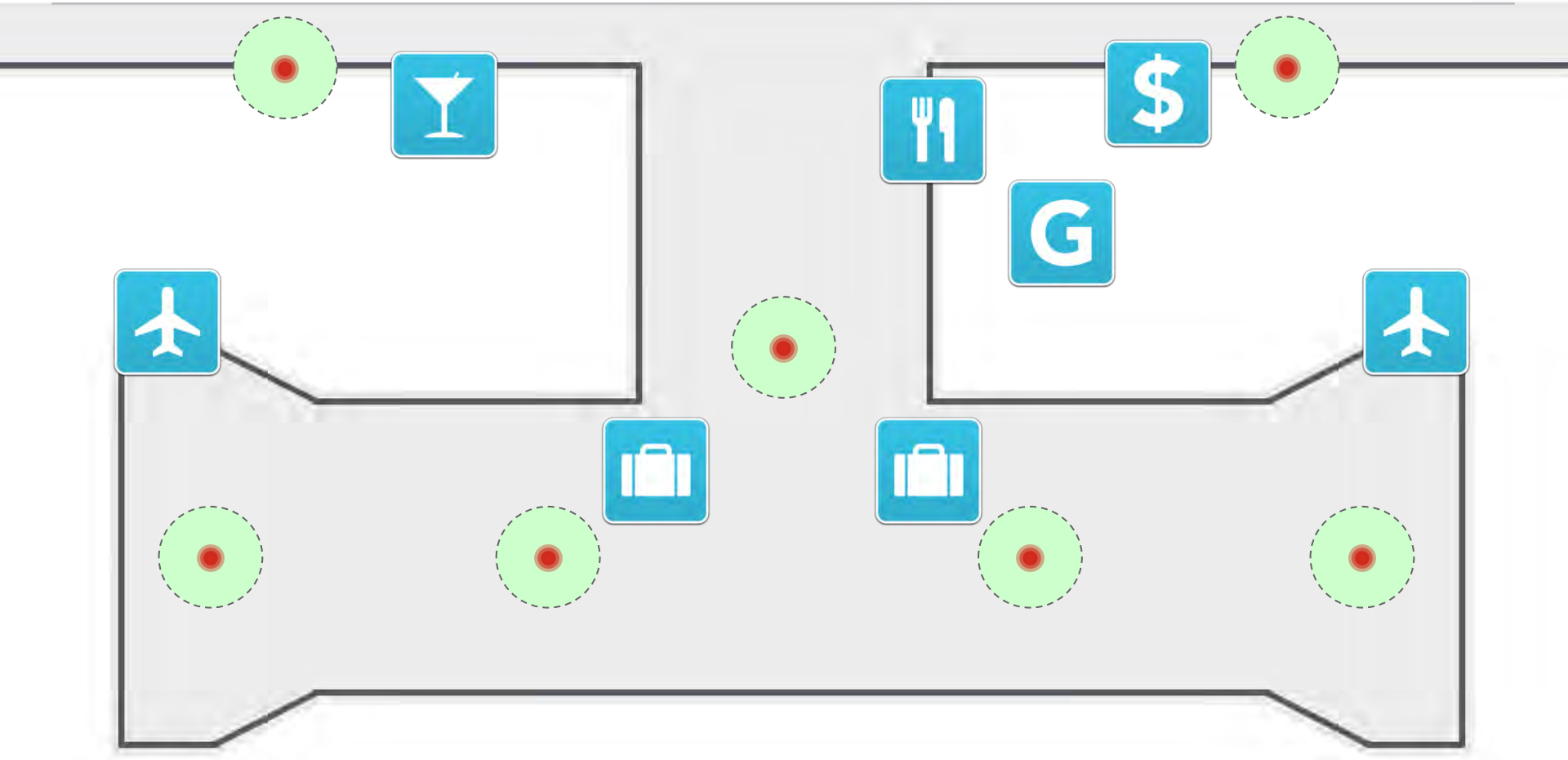
Impact of signage changes
Before/after foot traffic patterns

Business Development

Competitive advantage for airport concessions/services

boingo

Designing Smarter Networks



Airport Example – Current Design

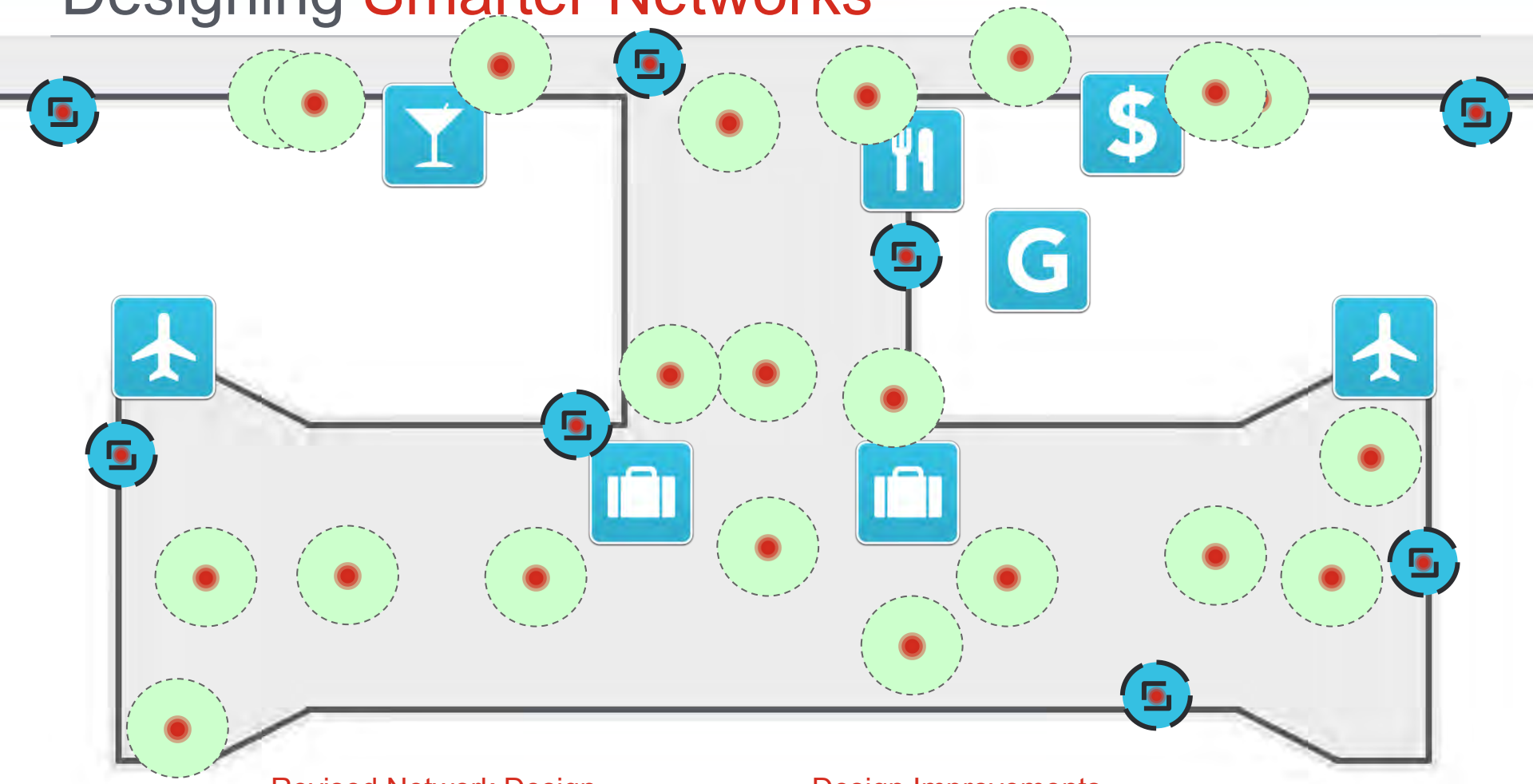
- 20M enplanements/year
- 76 Access Points
- 802.11ag

Design Challenges

- Slow connections (Mb backbone)
- Poor ASQ ratings
- Limited/linear passenger visibility

boingo

Designing Smarter Networks



Revised Network Design

- 20M enplanements/year
- 300+ Access Points
- 802.11ac / 802.11n
- Passpoint compliant

Design Improvements

- xMb connections (xGb Cat6 backbone)
- Venue-controlled experience (CMS)
- Location-Based Triangulation
- Pre-cabled for DAS

© 2014 Boingo Wireless – Confidential – Page 12

boingo

Analytics = Understanding relationships
Understanding, justifying cost
Code of Conduct: Balance the value
Location-based services are the medium. Analytics is the value.
boingo

Thank You!

Marc Patterson
Boingo Wireless
mpatterson@boingo.com
310-586-4089

boingo