

Nomadix Answers Bandwidth Demand at Australia's Busiest Transportation Hub with Deployment of Internet Access Gateway



ABOUT SYDNEY'S CENTRAL STATION

As Australia's largest railway depot, Central Station has accommodated the people of Sydney, New South Wales (NSW) and Australia for more than 100 years. Central Station is also the country's busiest transportation hub, serving as a key interchange point between trains, buses, coaches and trams. More than 180,000 travelers pass through Central Station every day.



CHALLENGE

- The bring-your-own-device (BYOD) phenomenon created a growing demand for high-quality public Internet connectivity among the thousands of daily visitors passing through Central Station. The implementation of Wi-Fi for wireless broadband access would satisfy travelers' Web-access needs.
- In addition to acquiring Internet access, Central Station needed to be able to manage the bandwidth and ensure an optimum connection and an equal share for each user.



SOLUTION



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- To address the growing demand for public Internet access at Central Station, the NSW government turned to Asia Pacific IT solution specialists McLaren Technologies and Virtual Graffiti Australia to collaborate on a public infrastructure project that would improve Internet access.
- Virtual Graffiti provided a Ruckus Smart Wi-Fi network, and the McLaren solution included reporting and analytics through its Fluide Web portal—and Nomadix supplied the AG 5800 Internet access gateway.
- Since McLaren provided a cloud-based management system, Central Station needed an onsite control device to create a safe, high-quality environment for travelers to seamlessly access the Internet. With its full range of bandwidth management tools and ultra-high performance, the AG 5800 integrated tightly with McLaren's Fluide portal through the XML interface to keep Internet traffic flowing.

“With its reliability and powerful capabilities, the AG 5800 was a key piece in the Central Station project and helped us achieve the goal of quality, free Wi-Fi service for travelers, which ultimately lead to improved user satisfaction.”

– **MATTHEW WHITE**
CEO, McLaren Technologies

RESULTS

Scalability and coverage

With just two AG 5800 gateways in place, the pervasiveness and quality of Central Station's Internet connection for its thousands of daily visitors greatly improved.

Analytics

After the implementation of its new network infrastructure, Central Station was able to obtain detailed analytics of guest Internet usage thanks to the raw data provided by the AG 5800. The results proved invaluable for determining patterns in usage to get the most out of their Wi-Fi service.

Total cost of ownership

The new public infrastructure enabled greater control of the operational and support costs, ultimately decreasing the total cost of ownership.

Increased customer satisfaction

A faster, safer and better-quality access to the Internet—all at no cost to users—led to an increase in satisfied guests as they traveled through Central Station.

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“The Nomadix gateway gave us the raw data we sought to create advanced analytics that revealed meaningful information about guest behavior.”

– **MATTHEW WATSON**
COO, McLaren Technologies

ABOUT NOMADIX



Nomadix offers gateways for seamless wired and wireless connectivity solutions across public access networks and enterprises. Powered by patented technology, Nomadix enables revenue generation and customization in a number of business models. With Nomadix, public access-network providers are able to deploy cost-effective, secure and easy-to-use network services. Nomadix is a wholly owned subsidiary company of DOCOMO interTouch.

For more information, visit www.nomadix.com.