

CANCUN INTERNATIONAL AIRPORT CASE STUDY





OVERVIEW

Cancun International Airport (CUN) is one of the busiest airports in the Caribbean and the point of entry to the "Mundo Maya". Every year millions of people visit Cancun and the Riviera Maya and the number of visitors is expected to increase rapidly thanks to the new mega-resorts already in construction all over the area.



REQUIREMENTS

- ▶ Seamless wireless internet connectivity
- ▶ User registration with government ID
- ▶ Bandwidth bifurcation and management
- ▶ 'Prosa' & 'Paypal' integration to avail paid WiFi services
- ▶ Custom Landing page
- ▶ Access point management (50 Access Points)
- ▶ User and Policy management
- ▶ Reports for diagnostics and usage analytics



HOW WE HELPED

- ▶ Lower cost of deployment
- ▶ Integrated hotspot billing
- ▶ Easy tracking of number of users, bandwidth control, policy management and reporting
- ▶ Different plans for easy billing and prepaid voucher sales
- ▶ Integrated BYOD support Simplified and centralized network management
- ▶ Reduced network fault calls
- ▶ Ability to remotely control, monitor and troubleshoot
- ▶ Seamless and scalable network
- ▶ The ability to support high density environments with more concurrent users per access point

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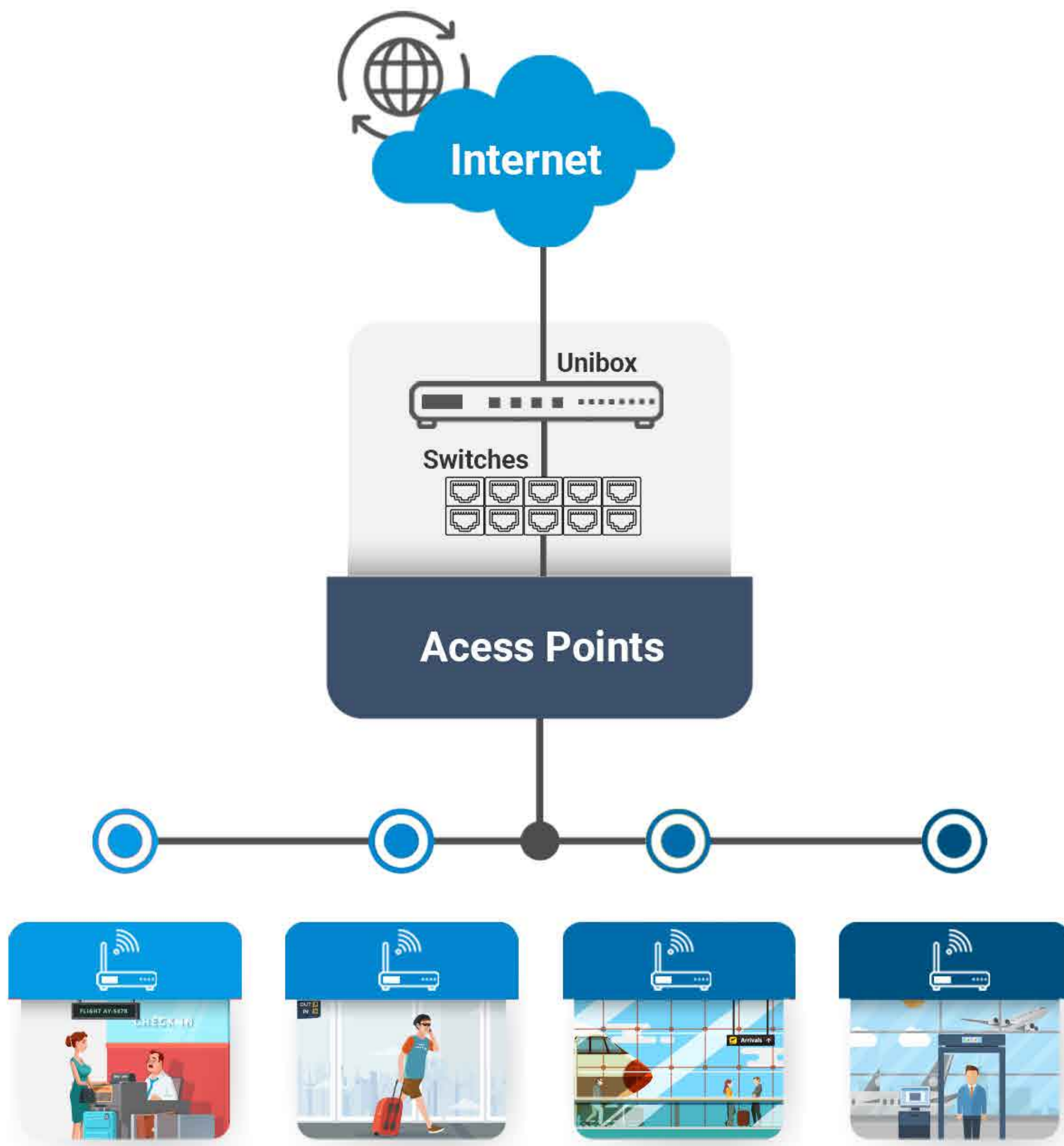
Cancun International Airport deployed Wifi-soft's seamless WiFi connectivity to increase revenue, start WiFi Monetization and patron satisfaction.

Cancun is today a world-class luxury resort situated on the north-eastern edge of Mexico's Yucatan Peninsula. As for its history, much like Cozumel, Isla Mujeres and the entire Yucatan Peninsula, Cancun was originally home to the Maya people, and scattered remains of that culture still dot the landscape. In January of 1970, after seeing the potential of the destination the Mexican government built nine hotels on the edge of the Caribbean Sea, and the rest is history. Today Cancun is known for white powdery sand beaches, turquoise crystal clear waters, warm and comfortable weather throughout the year and welcoming Mexican hospitality. Some of the most popular activities include watersports of all description, eco tours and the nearby Mayan archaeological sites of Chichen Itza, Coba and Tulum. Some 9.3 million visitors bringing in \$5 billion (4.6 billion euros) in revenue to Mexico have been recorded for the first three months of 2017. 2017 saw a total of 35 million visitors to Mexico, an increase of 9 percent over the previous year, bringing in \$19.6 billion in revenue, according to the World Tourism Organization (UNWTO), with the best performing markets being Riviera Maya, Cancun, Los Cabos, Puerto Vallarta and Riviera Nayarit^[*].

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Cancun International Airport is Mexico's second busiest airport, after Mexico City International Airport, but the biggest for international passengers.^[1]



Owing to the high footfall and the growing need of people to be connected everywhere they go, Cancun International Airport decided to provide its travellers the option to avail paid WiFi services at the airport. They developed a list which enumerated bandwidth speeds that a traveller will have access to once they paid the relevant amount of money. Also, the payment gateway had to be integrated with 'Prosa' and 'Paypal'.

So, in short, they required a system which supported the sale of prepaid vouchers with respect to the plans sold, manage the bandwidth accordingly and enable payment through 'Prosa' or 'Paypal' to ensure ease of usage for the travellers.

The major challenge in developing such a network is the magnitude of users and the security which is mandatory for managing such a large network.

To overcome the above, Cancun International Airport decided to install UniBox in the year 2015. Wifi-soft's UniBox being an all-in-one controller helped them manage the network and eradicate all the above challenges. The results attained after deploying UniBox are as below,

- o Cost effectiveness
- o User registration with government ID (which helped monitor and track the user)
- o Integrated hotspot billing system which is integrated with 'Prosa' & 'Paypal'
- o Customised landing page
- o Hassle free sale of prepaid vouchers
- o Integrated BYOD support
- o Bandwidth allocation and control as per plans purchased by travellers
- o Simplified and centralized network management
- o Reduced time spent on fault calls
- o Ability to remotely control, monitor and troubleshoot
- o Seamless and consistent Wireless internet access across the airport
- o Access points could be remotely controlled through the controller
- o Lesser access points were required as the capacity of each access point to connect with the users was improved

Our system was designed and installed to provide bandwidth management and control as per the plan /package selected by the user. Each user was segregated after the mandatory registration and a set bandwidth was allocated to them as per their plan. There was also a time limit which was set, this allowed for automatic discontinuation after the lapse of the voucher. Also, each user's downloads were discouraged by lowering the download speed without affecting the surfing speeds. This helped establish a fair usage policy where a single user could not impinge the whole bandwidth.

Moreover, to manage such a large mesh of access points in such a large area becomes very difficult. For this, Access points need to be

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managed to avoid down time and hassle. Wifi-soft's UniBox, helped control all the access points in the network with no additional costs.

Wifi-soft's WiFi network was deployed on 2015 and since then the number of travellers and their satisfaction rate has gone up tremendously. In 2017, Cancún airport handled 23,601,509 passengers, a 10.21% increase compared to 2016.^[2] In 2011, it was awarded the Best Airport in Latin America - Caribbean of the Airport Service Quality Awards by Airports Council International^[3] and 2nd Best Airport by Size in the 5 to 15 million passenger category.^[4]



Modern, well organized immigration & customs. Everything flows very nicely. Facilities exceed expectations. This is an airport for tourists and they do exceed in all ways. Comfortable, easy to navigate. Well done again! The WiFi made my life easy. Its easy to operate and didn't disconnect even once (like many other Airport networks do!)

*- L Baker,
United States*

Traveller Review on 12th November 2016

Citation:

**<http://www.dw.com/en/mexico-marks-record-number-of-foreign-tourist-visits-revenue-in-early-2017/a-38807362>*

[1] https://en.wikipedia.org/wiki/Canc%C3%BAn_International_Airport#cite_note-sct.gob.mx-1

[2] https://en.wikipedia.org/wiki/Canc%C3%BAn_International_Airport#cite_note-2

[3] https://en.wikipedia.org/wiki/Canc%C3%BAn_International_Airport#cite_note-27

[4] https://en.wikipedia.org/wiki/Canc%C3%BAn_International_Airport#cite_note-28

Excerpts:

<https://www.worldatlas.com/webimage/countrys/namerica/caribb/-cancun.htm>

https://www.cancunairport.com/?gclid=Cj0KCQiAhrbTBRCFARIsA-CY7MW3NVrXXOv9p2cnTnOCcKiDWHAp_y93uWh4yA6-7dD2f6fk7ITQ5LlaAjBgEALw_wcB

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