

SAN JOSE MCENERY CONVENTION CENTER



Nestled at the heart of Downtown, the San Jose McEnery Convention Center hosts a diverse array of events throughout the year. Its calendar features many attractions, from the high-profile Fanime, the Silicon Valley Auto Show, and Silicon Valley Comic Con, to annual tech conferences, specialty events, meetings, and tradeshows.

Challenge

Before engaging with SmartWAVE, the convention center followed a conventional method: they enlisted a managed service provider to install "APs on a stick" in order to support events throughout the year. In this setup, the Service Provider would then share revenue with the Convention Center based on the total IT revenue generated. Given the convention center's clientele, which includes high-tech giants like Apple, Google, Facebook, NVIDIA, Intuit, Twitch, and more, this technical approach couldn't meet the customers' demands, posing a risk of losing repeat local customers in the Silicon Valley area. Owing to the lackluster performance, clients frequently requested discounts from the Convention Center due to the subpar technical performance, which often had a negative impact on revenue from other services, such as food and beverage. Unfortunately, attendees who anticipated a top-notch Silicon Valley Technical Service were frequently left disappointed, thereby jeopardizing future event reservations.

About the Convention Center

- 520,000 sq. ft combined meeting and event space
- 367,526 sq. ft total convention center space
- 294,760 sq ft combined total exhibition space
- 214,760 sq. ft total exhibit space in convention center
- 165,000 sq. ft total contiguous exhibit space
- 35,194 sq. ft and 22,000 sq. ft ballrooms
- 43 meeting rooms with capacities from 50 to 3,900 (theater style)

Solution

SmartWAVE comprehended the challenges of deploying WiFi in high-density public venues and proposed a fixed network architecture using an enterprise solution from Ruckus, easily adaptable to meet the diverse needs of the Convention Center.

With the Convention Center planning construction updates to the facility, it presented an ideal opportunity to upgrade the technology infrastructure. An assessment was conducted, and SmartWAVE collaborated with the City of San Jose and the Convention Center staff to enhance the cabling, switching, WiFi, Firewall, and Internet services within the facility.

The network architecture features redundant 10Gbps Fiber connections, employing a redundant Ruckus ICX Core Platform distributed via fiber throughout the facilities to ICX Edge switches. These switches further extend into the service areas with a combination of Ruckus WiFi Access Points.

Results

Before the deployment of the new infrastructure, technology services posed more of a hindrance to the services offered. Revenue generation made only a nominal contribution to the Convention Center's overall revenue, and it also affected revenue from other services, such as Food and Beverage, due to discounts provided to dissatisfied customers.

Following the upgrade, and before the onset of the pandemic, technology revenue had surged to more than ten times its highest technology revenue year with the previous provider.

Metrics from when the Twitch Conference was hosted:

Network Report

