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FANXP CONNECTS FOOTBALL STADIUMS TO THE INTERNET WITH RUCKUS SOLUTIONS AND GENERATES NEW SOURCES OF REVENUE FOR SOCCER CLUBS

Company brings Wi-Fi and digital services to thousands of fans at the Boca Juniors, Colo-Colo, and Alianza Lima arenas and intends to equip large stadiums in Brazil and Europe

Three arenas of major Latin American football clubs

Around 130,000 football fans per week

250 RUCKUS APs at La Bombonera stadium

In several countries around the world, especially in Latin America, soccer is a national passion that brings millions of fans to stadiums. This is an audience that is already accustomed to accessing the internet and interacting with the digital world through smartphone applications, but when they arrive at their club's arena to support, they basically find an analog environment, which does not take advantage of the wide range of services the digital world offers.
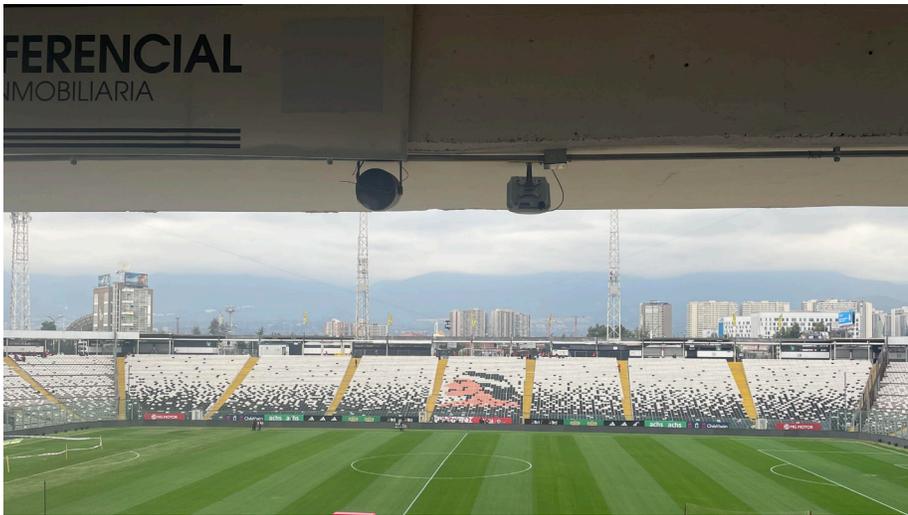

fan xp
we are all fans

Customer
FANXP

Location
Argentina

Aware of this great business opportunity, the company FANXP—founded in Argentina and currently with offices in the United States, England, Argentina, Chile and Peru—offers clubs, soccer leagues and arenas cutting-edge services, hardware and software (with equipment and RUCKUS/CommScope solutions) to use technology to connect millions of fans to the internet and digital services, which make the experience of going to the stadium even more exciting and practical.

And in order to offer fans and clubs a technological infrastructure that provides internet access and services with a high-speed and reliable connection, FANXP chose connectivity solutions from RUCKUS Networks.

"We see RUCKUS/CommScope not just as a provider of robust and stable networks, but as a partner that truly understands the football environment, the needs that an arena has and the different types of products that are needed to take advantage of real possibilities that technology offers to clubs and fans. And its cloud products Virtual SmartZone™ and RUCKUS AI™

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allow growth and remote management, anywhere in the world," highlights the CEO of FANXP.

With the technology offered by FANXP and RUCKUS Networks, clubs can generate additional revenue, cut costs and calculate ROI (return on investment) using technology. "Our connectivity solutions deliver stable, high-speed network performance no matter how challenging the environment. Additionally, RUCKUS products offer easy capacity expansion for future flexibility and investment protection," explains Moises Montano, RUCKUS Networks sales director for Latin America. Allied to these cutting-edge technology products is the know-how of FANXP, which has a team of specialists with extensive experience in implementing connectivity solutions—experience recognized by some of the most important football clubs on the planet.

Fan experience

Currently, three arenas of major Latin American football clubs (Boca Juniors, in Argentina; Alianza Lima, in Peru; and Colo-Colo, in Chile) already have the services and products offered by FANXP with RUCKUS solutions. Together,

these three arenas provide around 130,000 football fans per week a unique experience in terms of services and entertainment, provided by the technology and innovation of smart stadiums.

With this technology, fans in stadiums can, for example, buy food through an app and receive their snack without even leaving their seat; publish selfies, images and videos on their social media with the best moments of the games through a high-speed connection; and access information about games through a smartphone application. In addition, football fans can increase the excitement of matches by placing online bets from their smartphones, rooting for their team's victory and at the same time for the success of their bets, which can yield prizes for fans and greater revenue for the clubs.

Stadiums

The first Wi-Fi stadium in South America equipped by FANXP was the legendary La Bombonera, from Boca Juniors, a stadium with a capacity for 54,000 people, which received more than 250 high-density RUCKUS access points, a fiber-optic network of 40 Gb

"We noticed that the experience in the stadiums was basically analog, focused only on the matches. And all activities today are migrating to the digital world. As club arenas in general do not have enough staff or simply did not have this business vision of connecting and meeting the demands of fans and sponsors in the digital world, we created a business model that takes technology to stadiums and uses RUCKUS leading RF technology and low total cost of ownership (TCO) to generate new forms of revenue for clubs"

Ariel Salvetti
Co-founder and CEO of FANXP

with CommScope cabling and a food delivery system via smartphone.

By creating a smart stadium, clubs gain not only in innovation and modernization, but also in tools that better meet the needs of sponsors, who demand more tangible digital information to calculate the return on their investments. "With technology, clubs receive valuable information about visitors: They know who the fans are, how often they go to the stadium, what they eat, what their preferences are," highlights Ariel Salvetti, co-founder and CEO of FANXP.

FANXP's plans include moving from the current three smart stadiums to at least eight connected arenas by the end of next year, all with RUCKUS/CommScope technological solutions. The company is currently pursuing opportunities with stadium managers in Brazil, Mexico, Colombia, Paraguay and Chile. And it also has plans to take its solutions to Europe, with promising early opportunities in Spain.

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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