



# Convention Center Solutions

Where Agile, Manageable Networks Are Critical



## SOLUTION BENEFITS:

- Highly optimized and resilient network services for higher event customer satisfaction
- Agile network configuration and operations for rapid turnaround of network services for new events
- Reduced network operations costs due to greater staff and network management efficiency
- Rapid response for network problems through increased observability and easier troubleshooting
- Increased package upsell opportunities through usage and quota monitoring

Network operations teams for convention, event, and congress centers have the unenviable challenge of managing some of the most dynamic networks anywhere. New events come in and out with teams having to reconfigure and allocate networks and network resources their various tenants and workloads. These teams need to be highly agile in earmarking various network segments, resources, and bandwidth according to different plans and require constant visibility into network operations for network resiliency. Many convention centers are turning to AppLogic Networks' Enterprise Solution to give them the network visibility and optimization they need to cost-effectively operate their networks, deliver services that keep customers happy, and stay agile.

## CHALLENGES

Convention center service providers have the unenviable task of managing some of the most dynamic networks anywhere. The networks are in constant state of change as new events with new tenants and requirements flow through the property. Each event may bring new and differing requirements and the operations team need a highly agile approach to managing their networks.

The network operation demands on Convention center service providers are many and they include:

- A highly agile network operations that allows teams to rapidly re-engineer configurations for new events and manage multiple events at once,
- The ability to virtualize their network into segments and assign plans and policies to tenant network segments,
- The ability to easily define plans for events and rapidly translate these into network optimization and allocation policies,
- Allocating and prioritizing traffic based on the specific requirements and SLAs per customer/tenant,
- Minimizing unnecessary network traffic and prioritizing critical event related traffic during peak hours,
- Detailed visibility into network QoE and metrics to rapidly identify, troubleshoot, and resolve issues to ensure they meet service level agreements and deliver a quality experience, and
- Constantly monitor and report on plan usage to ensure they meet SLAs and identify service/plan upsell opportunities.

The network operations teams at convention centers struggle with ways to better control and operate their networks to meet these needs as well as ensure the security and proper use of the network.

# Convention Center Solutions



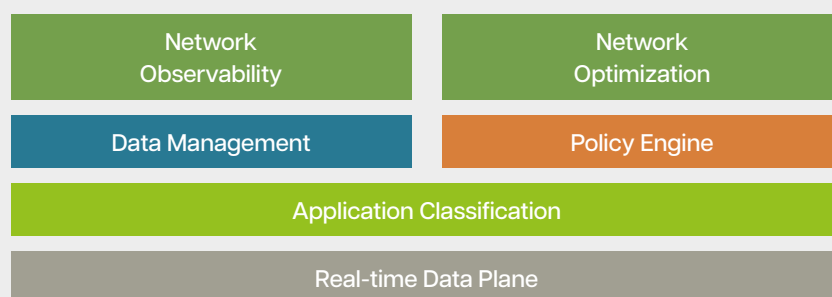
## APPLIC LOGIC NETWORKS' ENTERPRISE SOLUTION

AppLogic Networks Enterprise Solution is the only network optimization solution on the market that integrates two key solution components into a continuous process – network observability, network optimization – to ensure your network operates smoothly and efficiently. The solution is supported by AppLogic Networks' industry-leading application classification, network data plane and real-time policy management technologies that have helped optimize some of the largest networks in the world.

- **Network Observability** – AppLogic Networks' advanced analytics provides a detailed understanding of what's going on with your network to identify and troubleshoot problems and pinpoint where and how to optimize.
- **Network Optimization** – AppLogic Networks' comprehensive traffic management capabilities give you the pinpoint controls to optimize your network where, when and how you need it in real-time.

Figure 1

AppLogic Networks' Enterprise Solution Components



## APPLIC LOGIC NETWORKS' PILLARS OF NETWORK OPTIMIZATION

### Network Observability

Many IT and network leaders struggle with gaining the visibility they need on their networks. The complexity of Convention center networks create even more difficulty in gaining top-level visibility and the details of what specifically is happening. If the goal is to optimize the network, you can't figure out where and how to optimize without detailed analytics.

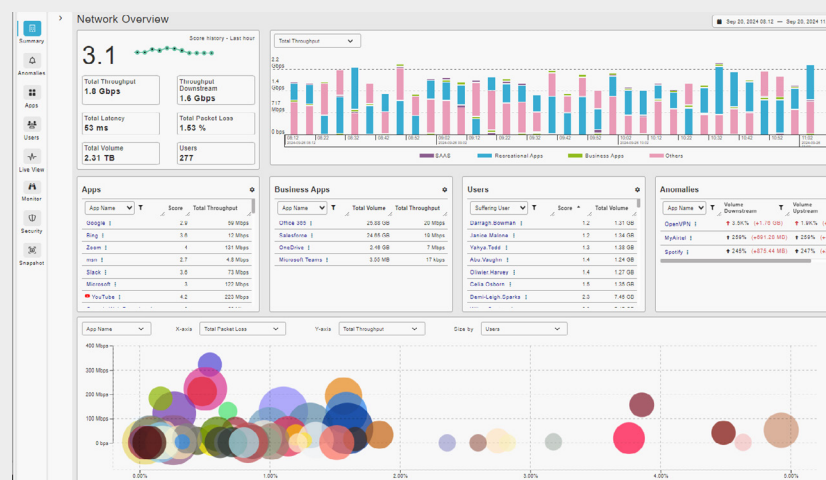
AppLogic Networks comprehensive network observability provides the breadth and depth of analytics to provide visibility for operating the network from day to day and to identify ways to optimize network traffic. With AppLogic Networks' network observability, you get:

- Comprehensive dashboards for network, user and application performance with actionable insights,
- Machine-learning driven Quality of Experience scoring and 18 network performance metrics,
- Multi-dimensional data model with 7 network dimensions with correlated scoring and metrics across all dimensions,
- Application-, user-, and location-aware metrics,
- Anomaly detection and alarms engine,
- Drill down into dimensions and values for troubleshooting and optimization identification,
- Real-time (LiveView) metrics and performance data correlated across different dimensions.

# Convention Center Solutions

Figure 2

## Enterprise Insights Network Observability



## Network Optimization

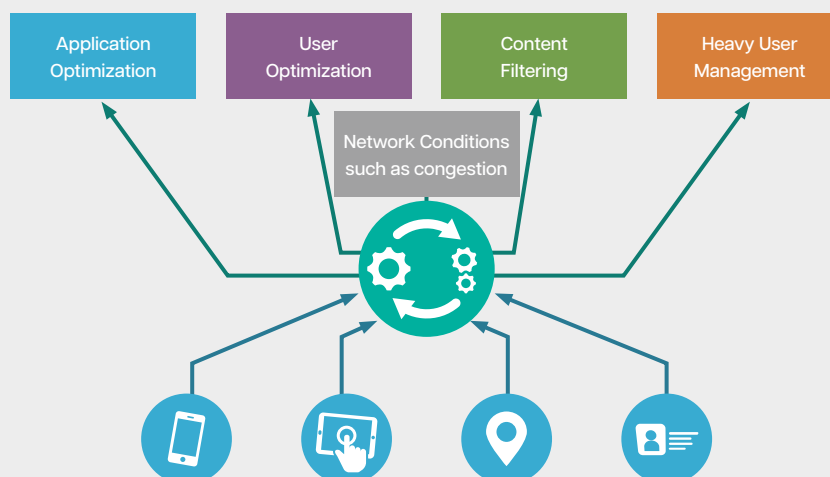
Convention center networks are especially challenged because of the diverse nature of their tenants – with each customer having varying workloads and types of workloads. This diversity can lead to conflicting demands on the network both across tenants as well as within a specific tenant.

AppLogic Networks has industry-leading traffic management capabilities that give you the pinpoint attributes over who, what, when, where and how of optimization and the real-time controls to execute policies. With AppLogic Networks' network optimization, you get:

- Real-time, low-latency policy execution
- Dynamic policies with situational execution during times of network degradation or other resiliency situations
- Contextual policy attributes for pinpoint control of bandwidth and network resources
- Situational, time, analytics, network condition and custom policy triggers
- Policy execution metrics and statistics

Figure 2

## Applying Contextual and Situational Parameters to Network Optimization



# Convention Center Solutions



## APPLIC LOGIC NETWORKS FOR EVENT/CONVENTION CENTER SERVICE PROVIDERS

AppLogic Networks provides the perfect solution for convention center service providers to manage and operate their networks. The solution helps gain critical visibility and while better controlling network traffic flows to optimize their networks in a manner that balances the varying needs of the network. The solution uniquely provides:

- The industry's leading application classification technology with over 95+% classification of traffic, the highest in the industry (others have no more than 60%),
- Dynamic, real-time optimization policies that can be applied with many different attributes and understand network conditions for the best possible optimization,
- Highly contextual traffic management policies that allow bandwidth and network resources to be effectively allocated by numerous dimensions including: network segments, locations, applications, application classification, application groups, content, users, and user groups,
- Depth and breadth of the network observability data and insights to provide unmatched contextual insights for troubleshooting and optimization,
- Advanced machine learning-based QoE scoring models that use real-world data to understand the impact of a deep set of metrics (18) on applications and content, and
- Extremely high-scale and low-latency network data and optimization proven at some of the largest networks in the world

## APPLYING APPLIC LOGIC NETWORKS ON EVENT/CONVENTION CENTER SERVICE PROVIDER NETWORKS

Convention center service providers can apply the AppLogic Networks' Enterprise Solution to solve a number of different problems and specific use cases, including:

### Network Control and Optimization

- The ability to virtualize the network into segments for different groups and tenants using the network and apply policies to those,
- Agile re-configuration of the network segments for new events or groups of events to meet the specifications of those events,
- Rapid creation and reuse of policy templates that allocate and control network resources in accordance to specific plans for the events,
- Agile application of event plan policy templates to new event network maps to ensure the efficiency of network operations teams,
- The implementation of fair use policies inside and outside of specific plans to ensure each tenant plan gets fair use of network services with their lane of the network,
- The ability to apply blocking and filtering policies to prevent abuse of the network by specific tenants and focus network activity on the event,
- The ability to apply shaping policies that manage network traffic that prioritize critical traffic and limit non-essential traffic as needed within plans or segments,
- The ability to shape and control bandwidth allocation and quotas in accordance with the customers' plans and contracts, and
- The implementation of quota management to monitor quotas, track by pricing/plan tiers, and control use in accordance with the quotas and plans.

# Convention Center Solutions



## Observability

- Increased overall visibility into network traffic, network use, and performance along a wide variety of dimensions including locations, access points, devices, applications, application categories, application groups, users, user groups and destination.
- The ability to immediately see and identify problems along the above mentioned dimensions, troubleshoot issues and rapidly resolve them,
- Monitoring and reporting on network quotas and usage for specific tenants to ensure SLAs are met,
- Notifications when tenants reach their plan limits to identify potential upsell opportunities,
- The ability to monitor and analyze traffic along different locations and access points to understand potential congestion issues and identify resolutions,
- The ability to monitor SLAs at various levels to ensure services are in accordance with customer plans and contracts, and
- Monitoring the use of various applications and services as well as identification of the abuse of these applications and services.

## THE RESULTS

Using AppLogic Networks' Enterprise Solution, energy and utility companies can see immediate results including:

- Lower, deferred, or eliminated CAPEX costs for network equipment to increase bandwidth capacity,
- Reduced OPEX costs due to lower subscription and network service costs and higher NetOps team productivity,
- Maintaining SLAs and required bandwidth for business-critical operational applications and SmartGrid and sensor data pipelines
- The ability to offer network resiliency to maintain business continuity and data flow
- A reduction trouble-tickets and have faster mean-time to resolution of network problems
- Return on investment payback in 6 to 8 months based on cost savings and better network productivity

## ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <https://www.applogicnetworks.com> or follow AppLogic Networks on X @AppLogic Networks.



**USA**  
5800 Granite Parkway  
Suite 170  
Plano, TX 75024  
USA

**EUROPE**  
Neptunigatan 1  
211 20, Malmö  
Skåne  
Sweden  
T. +46 340.48 38 00

**CANADA**  
410 Albert Street,  
Suite 201, Waterloo,  
Ontario N2L 3V3,  
Canada  
T. +1 519.880.2600

**ASIA**  
Artiga Ecoworld,  
Building-1, Ground Floor,  
East Wing Devarabeesanahalli,  
Bellandur, Outer Ring Road,  
Bangalore 560103, India  
T. +91 80677.43333

Copyright ©2025 AppLogic Networks Corporation. All rights reserved. Any unauthorized reproduction prohibited. All other trademarks are the property of their respective owners.

This documentation, including all documentation incorporated by reference herein such as documentation provided or made available on the AppLogic Networks website, are provided or made accessible "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation, or warranty of any kind by AppLogic Networks Corporation and its affiliated companies ("AppLogic Networks"), and AppLogic Networks assumes no responsibility for any typographical, technical, or other inaccuracies, errors, or omissions in this documentation. In order to protect AppLogic Networks proprietary and confidential information and/or trade secrets, this documentation may describe some aspects of AppLogic Networks technology in generalized terms. AppLogic Networks reserves the right to periodically change information that is contained in this documentation; however, AppLogic Networks makes no commitment to provide any such changes, updates, enhancements, or other additions to this documentation to you in a timely manner or at all.