福岡市
FUKUOKA CITY

CITY-WIDE WI-FI ENHANCES THE USER EXPERIENCE FOR TRAVELERS

FUKUOKA CITY

Fukuoka is the capital city of Fukuoka Prefecture and is situated on the northern shore of the island of Kyushu in Japan. It is the 5th largest city in Japan with a population of about 1.5 million. Tourism to the city is growing, with almost 2.1 million foreign visitors in 2015. Fukuoka City, the Japanese city with the 2nd most events and activities, hosts a large number of international meetings. The city is focused on investing in the services industry and promoting domestic commerce.

CHALLENGES AND OBJECTIVE

One of Fukuoka City's key growth objectives is to increase leisure and business tourism to the city.

In 2015, to make itself more attractive as a tourism and convention destination, the city decided to implement free Wi-Fi for visitors at the Marine Messe Fukuoka and Fukuoka International Conference centers. Fukuoka City required simplified wireless management and the ability to collect data, such as the number of users, the amount of traffic, and the type of applications used, in order to continually improve services for its target audience all over the places.

PRODUCTS AND SERVICES

Alcatel-Lucent OmniVista® 3600 Air Manager
Alcatel-Lucent ClearPass Policy Manager
Alcatel-Lucent OmniAccess® WLAN Controllers
Alcatel-Lucent OmniAccess® WLAN Access Points
Alcatel-Lucent Enterprise Professional Services

WHAT MADE THE DIFFERENCE?

The proposal offered a complete, integrated Unified Access solution that would help Fukuoka City cost effectively meet its growth objectives.

The policy management capabilities of Clear Pass Policy Manager as well the planned coverage density were particularly appreciated by the city.

Lastly, Fukuoka City trusted in the solution's ability to deliver a quality, scalable Wi-Fi user experience, even during large-scale events like conventions.

Location: Fukuoka, JAPAN

Vertical: Government

Number of users: 13,800

Deal implementation: May 2016

Business partner: SoftBank Technology Corp.

SoftBank Technology

BENEFITS

TECHNICAL

The OmniVista® 3600 Air Manager delivers centralized control and the ability to visualize failures and radio wave conditions for simplified management.

ClearPass Policy Manager handles access control and user management effectively, meaning Fukuoka City can gather relevant user data to manage performance and evolve its wireless network.

FINANCIAL

The free and reliable city-wide Wi-Fi makes Fukuoka City a much more attractive destination for the MICE (Meetings, Incentive, Conferences, Exhibitions) industry, helping the city grow revenue in this area.

USER EXPERIENCE

Visitors have free Wi-Fi throughout the city.

The authentication interface is simple to use and is offered in multiple languages, such as English, Chinese and Korean, for foreign visitors.

"We are pleased that the development of the Wi-Fi environment in convention facilities has improved convenience for convention participants and has made Fukuoka City a more attractive destination for meetings and events. They can download and read the academic documents, business materials anywhere, anytime. It gives them flexibility and mobility to power their success!"

Fukuoka City

Alcatel·Lucent Enterprise