

# TECHNOLOGY PARTNER CASE STUDY: BOINGO WIRELESS

# PROCERA



## SUMMARY

### AREA OF BUSINESS:

Wireless service and small cell network provider for large-scale public venues such as airports, stadiums, universities and military bases.

### CHALLENGE:

Gain greater real-time business insights in order to offer tighter controls, enhanced services and multiple classes of service on Boingo networks.

### SOLUTION:

Boingo Wireless deployed PacketLogic/V, a network functions virtualization (NFV) solution from Procera Networks.

### RESULTS:

- An increase in the agility of policy controls
- The ability to offer customers new classes of service
- Increased reliability through redundancy and built-in failover
- Support for higher bandwidth networks (up to 10GB per second)

Boingo Wireless is a leading wireless service provider, supporting a vast mobile Internet footprint of small cell networks covering more than a million DAS and Wi-Fi locations and reaching more than one billion consumers annually – in places as varied as airports, stadiums, universities, and military bases.

## CHALLENGE

In today's business environment, knowing your customers, their interests and interactions is essential to serving them better. Boingo sought additional real-time business insights to develop and evolve solutions to improve customers' quality of experience (QoE).

Boingo also wanted greater agility and smarter policy controls to better enable them to shape network traffic and establish granular user profiles in order to deliver multiple classes of service.

To accomplish both of these goals, Boingo knew that they needed to implement the latest in intelligent networking technology. They also knew that they needed a highly knowledgeable and experienced partner that could help them implement the technology correctly. This is where Procera Networks entered the equation.

## SOLUTION:

Boingo Wireless deployed a virtual Customer Premise Equipment (vCPE) solution based around Procera Network's PacketLogic/V, a Network Functions Virtualization (NFV) solution. This solution allows customers like Boingo to take full advantage of the benefits offered by Procera's traditional appliance-based PacketLogic solution in an easy-to-deploy, virtualized software version.

The Boingo implementation leverages a series of virtualized PacketLogic Real-Time Enforcement engines (vPREs), the backbone of Procera's PacketLogic/V solution, deployed redundantly at each Boingo venue. These vPREs provide Boingo with a level of visibility into subscriber activity that was previously untapped from their network. In addition, the solution provides analytical reporting capabilities that allow Boingo to drive better results from their networks.

## RESULT

With the benefits of PacketLogic/V, Boingo was able to significantly enhance their network designs and customer experience. In addition to being high density, high capacity and heterogeneous, Boingo's networks support traffic shaping and apply granular user profiles in ways that they could not before. Deploying PacketLogic as a virtualized solution allowed

## NFV SOLUTIONS FROM PROCERA NETWORKS HELP SUPPORT THEM IN THIS INNOVATIVE GOAL.

---

Boingo to achieve these benefits while also experiencing significant cost savings and greater flexibility and service agility.

Using the vPREs, Boingo is now able to take advantage of the greatly increased visibility they have into subscriber activity. They can look at how much bandwidth individual subscribers are using, as well as what applications are in use. This knowledge enables Boingo to more closely shape user traffic based on their designated service plan. If a subscriber signs up for a faster connection plan, Boingo has the ability to ensure that subscribers get a premium Internet experience. Procera's capabilities allow Boingo to be more flexible in their business offerings while ensuring customers are maintaining a high QoE.

The Procera solution also supports analytics efforts by gathering information about what devices are being used, who's using them, how they are being used, and how these statistics may differ across the various Boingo network venues.. These analytics capabilities help Boingo understand what their subscribers want out of a network, helping Boingo deliver a better overall experience.

Derek Peterson, Ph.D., Chief Technology Officer of Boingo Wireless, believes that deploying the virtualized PacketLogic solution has directly contributed to his company's ability to meet their business goals.

"Procera's platform is a great fit for our NFV-driven architecture," said Peterson. "Their ability to deliver a fully virtualized PacketLogic solution enabled Boingo to achieve the ROI that it needed for its business model. We evaluated hardware-based solutions, but they did not meet our cost or deployment flexibility requirements."

The Procera solution also includes built-in failover, supporting a widespread and resilient network solution for Boingo. In a world where people depend on being able to connect with their mobile devices whenever and wherever they want, the ability to ensure network uptime is a key part of providing a positive user experience.

According to Peterson, Boingo's goal is to combine the virtual world with the physical world, and offer amazing solutions that drive real-world benefits. NFV solutions from Procera Networks help support them in this innovative goal.

### ABOUT PROCERA NETWORKS

Procera Networks, the global Subscriber Experience company, is revolutionizing the way operators and vendors monitor, manage and monetize their network traffic. Elevate your business value and improve customer experience with Procera's sophisticated intelligence solutions. For more information, visit [proceranetworks.com](http://proceranetworks.com) or follow Procera on Twitter at @ProceraNetworks.

# PROCERA

[PROCERANETWORKS.COM](http://PROCERANETWORKS.COM)  
[info@proceranetworks.com](mailto:info@proceranetworks.com)

#### CORPORATE OFFICES

Procera Networks, Inc.  
47448 Fremont Blvd  
Fremont, CA 94538  
P. +1 510.230.2777  
F. +1 510.656.1355

#### EUROPEAN HEADQUARTERS

Procera Networks  
Birger Svenssons Väg 28D  
432 40 Varberg, Sweden  
P. +46 (0)340.48 38 00  
F. +46 (0)340.48 38 28

#### ASIA/PACIFIC HEADQUARTERS

Unit B-02-11,  
Gateway Corporate Suite,  
Gateway Kiaramas  
No. 1, Jalan Desa Kiara, Mont Kiara  
50480 Kuala Lumpur, Malaysia