



Saisei



CASE STUDY: **Athermal**

Conference Wifi Providers up the game with Saisei

Situation

Large-scale events have become more high-tech than ever before. Reliable and fast bandwidth is required for live video streaming, apps, audience response, ticket management, registration, demonstrations, product processing, etc.

The number of devices being used, and the bandwidth required for each is growing exponentially with infrastructure severely lagging.

Challenges:

Being able to protect critical applications, provide presenters and exhibitors with predictable and reliable service and fulfil the demands of attendees is becoming increasingly difficult.

Solution:

Saisei's real-time FlowCommand software-based network performance enforcement (NPE) tool deployed to enhance for temporary convention Wi-Fi Solutions.

Results:

Athermal is now able to deliver superior quality of experience to all attendees by ensuring:

- ✓ Protection of critical applications required for event management;
- ✓ Application delivery guarantees;
- ✓ Elimination of rogue users/applications on the network;
- ✓ Enforcement of policies to align to commercial arrangements;
- ✓ SLA guarantees.



Saisei

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Founded by two Internet Service Provider veterans in 2018, Athermal is building customer centric white-label and wholesale cloud solutions for Service Providers that decrease end user churn and increase profitability while being geo-redundant, highly available, and scalable.

Athermal focuses on redefining technology in the cloud to minimize capital expense while providing a scalable and predictable operating expense. Today their two core white-label platforms bring Voice over Internet Protocol (VoIP) and Internet Protocol Television (IPTV) to ISPs looking to compete with a triple-play package from incumbent providers.

The Co-Founders of Athermal have been working on temporary convention Wi-Fi solutions for attendees off and on throughout their careers.

While choosing the right access points along with RF and networking design were important, the bandwidth requirements in the age of streaming video, social media, and demos for cloud platforms would often saturate the upstream bandwidth available. Bandwidth has always been the limitation as many convention centers charge a premium for a connection, often \$10,000 or more for 100Mbps for just a few days.

“Our partnership with Saisei has allowed us to provide an improved quality of experience for the applications that matter most both to attendees and exhibitors using internet connectivity that would otherwise not be up to the job.”
 - Daniel White, Co-Founder, Athermal

The Challenge: Ensuring Quality of Experience

Bandwidth consumption at events is growing at an exponential rate with the adoption of new technology. In simple terms, bandwidth allocation impacts how many people and devices can access the internet and what the quality of the delivery of these applications will be.

Athermal found that each event was seeing higher and higher demand for bandwidth; without the corresponding increase in underlying infrastructure. This meant that Athermal needed to find new solutions to be able to meet increasing consumer demand.

Additionally, as new technology was being adopted by event organizers, speakers and exhibitors – the reliability and consistency of delivery of bandwidth was becoming increasingly critical.

In simple terms, the ability to appropriately manage bandwidth was impacting:

- ✓ How many devices could be used concurrently inside the venues and public areas;
- ✓ Whether streaming presentations will be transmitted fast enough to display clearly without distortion or buffering;
- ✓ The ability to deliver live demonstrations and what applications exhibitors will be able to use;
- ✓ Event operations (registration; lead capturing and retrieval; etc);
- ✓ The experience that attendees have at the conference when trying to use productivity tools i.e. make video or VoIP calls; access emails; use social media; stream video; etc.



The Solution: Controlling Traffic with Saisei

With Saisei, Athermal has been able to implement several key policies in order to ensure the best possible Quality of Experience for all its event wifi users, whilst being able to reduce overall cost of bandwidth.

- **Protecting Critical Applications**

Saisei is able to instantly identify applications on the network and guarantee their quality of delivery. Using this functionality, Athermal is able to identify critical applications used by event organizers and is able to ensure that the quality of these applications is maintained at all times – even when the network becomes highly congested.

- **Protecting Critical Users**

As Saisei is able to not only enforce policy on an application level, but also on a user level, Athermal is able to match key users and ensure that they are prioritized on the network. This has been effectively used to:

- Enabling policies during key sessions in order to appropriately manage bandwidth allocation;
- Group users according to key functions in order to ensure that they receive a higher share of the available bandwidth; if required;
- Manage quotas on a user / group of users in accordance with commercial arrangements

- **Blocking Applications on Demand**

Certain applications have the ability to dramatically consume the available bandwidth for a particular user / group of users. With Saisei, these applications may be either de-prioritized (i.e. only given bandwidth in the event that there is availability on a best effort basis); or can be blocked altogether. Big wins are achieved through highly deprioritizing background downloads such as iOS updates that consume high amounts of bandwidth without providing a clear benefit to the user at the event.

- **Fair Usage Policy (Host Equalization)**

By using Saisei's fair sharing feature, bandwidth is able to be fairly shared between the users of each group (organisers, speakers, exhibitors, attendees; etc). By enabling this simple feature, the impact of rogue users was immediately mitigated, resulting in a far improved Quality of Experience for all.

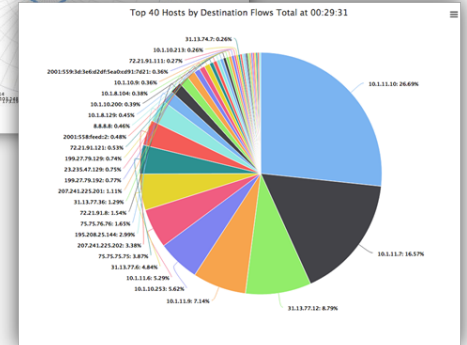
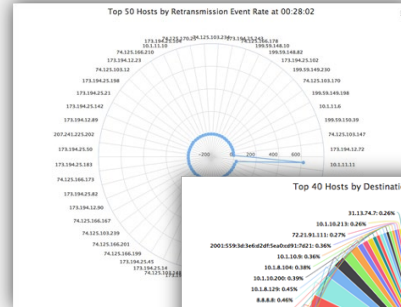
- **Troubleshooting**

Using Saisei's Real Time dashboards, troubleshooting at events has become a breeze. When issues arise, the time to resolution is paramount – with Saisei's insights dashboards, operators are able to see exactly what is happening on the network in Real Time – per user, application, access point, etc.

“Reliable internet is critical for conference attendees and exhibitors alike. Attendees often have to split their time learning in sessions and walking the exhibit hall while managing their businesses while away. Exhibitors rely on a solid internet connection for everything from keeping in touch with customers not at the show, to in person credit card purchases, to demonstrations of internet connected products.”

- Daniel White, Co-Founder, Athermal





Saisei

ABOUT SAISEI

Saisei is a Sunnyvale, California-based software company that is revolutionizing network analysis and control for the challenges that mobility, cloud, SDN, NFV, and the Internet of Things are bringing to networks today. Its scalable, real-time Network Performance Enforcement software solutions provide the speed and smarts needed to instantly analyze and enforce policy on the millions of applications, users, and devices populating networks today. Enterprises and service providers can now use their full network bandwidth knowing that unexpected traffic surges are automatically accommodated, and all user traffic will get through even the busiest of network links with no dropped sessions, resulting in dramatic savings, accelerated revenue growth and a great user experience.

Learn more at

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