



Cambium Networks™

CASE STUDY

Wi-Fi Access Points by Cambium Networks at Maracanã Stadium

Context and Challenges

Maracanã Stadium, one of the world's most iconic arenas, hosts major sporting and cultural events in Brazil. With a capacity of over 78,000 spectators, providing reliable connectivity is crucial, especially in bars and concession areas where the speed and stability of transactions are essential for a positive customer experience.

Prior to the implementation of Cambium Networks' Wi-Fi access points, Maracanã faced significant challenges related to network coverage. The high density of people and the interference-laden environment created obstacles in maintaining a stable and efficient connection. The existing connectivity solution heavily relied on extensive cabling and multiple switch ports, increasing operational and logistical costs.

Cambium Networks' Solution

In August 2022, Cambium Networks deployed a comprehensive Wi-Fi solution in the bars at Maracanã Stadium. By utilizing a combination of indoor and outdoor Access Points (APs), Cambium successfully maximized coverage and provided robust connectivity in a challenging environment.



We are extremely pleased

with our choice of Cambium Networks to provide Wi-Fi connectivity in our bars. The service quality has been excellent, allowing our operations to run smoothly without interruptions and offering a superior experience to our customers. The cost savings on cabling and the system's efficiency have exceeded our expectations."

- Marcio Fernandes, IT Manager, Maracanã Stadium

Coverage and Reach

Cambium Networks' APs are equipped with high-gain antennas, allowing extensive coverage with fewer units. This feature was crucial in reducing the need for extensive cabling and the use of multiple switch ports. The ability to operate efficiently in high-interference environments ensured that the network could support a large number of connected devices simultaneously without compromising service quality.

Cost Reduction and TCO

The high-gain antennas and efficient coverage reduced the number of access points required, leading to significant cost savings in network infrastructure. Less cabling and fewer switch ports translated to notable savings in installation and maintenance. This optimization not only lowered the initial implementation costs but also reduced the total cost of ownership (TCO) over the long term.

Revenue Gain and Operational Efficiency

The installation of high-quality Wi-Fi had a direct impact on the operations of the Maracanã bars. Transactions on point-of-sale (PoS) machines became faster and more reliable, virtually eliminating packet losses and increasing transaction speeds. This not only improved the customer experience but also enhanced operational efficiency, enabling a quicker and smoother sales flow during events.

Robustness and Reliability

Since the installation, Cambium Networks' equipment has demonstrated exceptional robustness. The Maracanã IT team expressed their satisfaction with the reliability of the devices, which have operated without significant issues since August 2022. This stability is crucial in an environment that demands consistent performance during high-density events.

Testimonials

Marcio Fernandes, IT Manager overseeing the management of the stadium's bars, stated:

"We are extremely pleased with our choice of Cambium Networks to provide Wi-Fi connectivity in our bars. The service quality has been excellent, allowing our operations to run smoothly without interruptions and offering a superior experience to our customers. The cost savings on cabling and the system's efficiency have exceeded our expectations."





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with such a prestigious stadium as Maracanã. The partnership with Maracanã's team has been crucial in showcasing the capabilities of our Wi-Fi solutions in challenging environments. We look forward to expanding our collaboration and continuing to support the stadium in delivering top-notch connectivity services."

- Roberto Camara, Director, Cambium Networks

Roberto Camara, Cambium Networks' Director in Brazil, added:

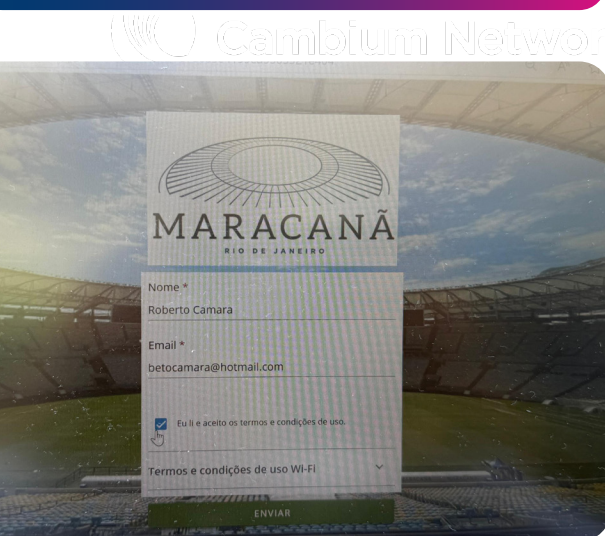
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Conclusion

The implementation of Cambium Networks' Wi-Fi access points at Maracanã Stadium exemplifies how connectivity technology can transform operations in challenging environments. With solutions that provide extensive coverage, reduce operational costs, and enhance efficiency, Cambium Networks is positioned as a leader in delivering Wi-Fi services in high-density public venues. The robustness and reliability demonstrated since the installation are a testament to Cambium's commitment to excellence and innovation.

Next Steps

Given the effectiveness of the implemented solution, Maracanã is considering expanding Wi-Fi coverage to other areas of the stadium, continuing the successful partnership with Cambium Networks to provide high-quality connectivity to all its visitors.



About Cambium Networks

Cambium Networks enables service providers, enterprises, industrial organizations, and governments to deliver exceptional digital experiences, and device connectivity, with compelling economics. Our ONE Network platform simplifies management of Cambium Networks' wired and wireless broadband and network edge technologies. Our customers can focus more resources on managing their business rather than the network. We make connectivity that just works.