



about RG Nets Inc.
RG Nets is the leading provider of gateways and centralized-authentication appliances designed to manage, provision, and protect revenue-generating networks. rXg turn-key gateways offer customer networks of all sizes a single integrated network-provisioning appliance for cost-effective and scalable network deployments. All of the functions and features required in today's revenue-generating policy-enforcement networks are bundled in one rXg device. Headquartered in Carson City, NV, RG Nets has a worldwide sales and technical support organization, along with a global network of resellers and integrators. For more information about RG Nets, please visit <http://rgnets.com>.

rXg turn-key gateway provides network management for multi-purpose event centre.



success story

International Centre
Toronto, Canada



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The International Centre is a leading multi-purpose event facility located in Toronto, Canada. The Centre houses over 500,000 square feet of exhibit and meeting space. This multi-purpose facility hosts more than 100 trade and consumer shows annually, as well as numerous cultural events, meetings, ware-house sales, concerts, banquets, corporate and special events. The International Centre enjoys more repeat trade and consumer show business than any comparable facility in North America. Over 2,000,000 visitors attend events and activities at the Centre each year.

Reliable and high performance Internet access has become nearly as important as the availability of electrical power for convention spaces. For many years, convention organizers have primarily expected wholesale access to reliable and fast Internet service. Recently the expectations of convention organizers have changed to accommodate the rapid expansion of Internet usage in nearly every aspect of running a business. Today’s convention organizers expect to be able to walk into a convention space that includes all the necessary infrastructure to supply controlled access to organizer, exhibitor, vendor and attendee devices.

Just two years ago it was perfectly reasonable for a convention hall to supply a 50 Mbps pipe to the convention organizer who in turn brought in specialized IT personnel to build the appropriate temporary distribution infrastructure for the use case required by the event. This approach was appropriate when Internet access was used for a highly specialized purpose such as a video conference uplink or Internet-enabled product demonstration. Internet access pervades nearly every aspect of business today and the use case has become generalized to the point where deploying a standard-ized, reusable distribution infrastructure at a fixed site is not only viable, but required to attract business. The expectation of conference organizers has shifted from wholesale-only to the availability of a turn-key wired and wireless distribution network.

Provisioning the delivery of wholesale Internet service to convention organizers who rented space at The International Centre was a manual process for many years. Convention organizers would buy a certain amount of wholesale bandwidth and the IT department at The International Centre would manually reconfigure and rewire the necessary components in order to provision the order using a labor intensive process that sometimes took an hour or more to provision a single drop. This approach generates an intractable amount of work when the conference organizer expects The International Centre to provide distribution for a large number of venders rather than a single wholesale drop. An extremely common scenario requested by today’s conference organizers is for a wireless 5 Mbps

rate limited access for each attendee device and a wired 20 Mbps rate limited higher priority for exhibitors. Manually provisioning for such a request would require a tremendous amount of effort. Furthermore the International Centre is so massive that there are often multiple large conventions running in parallel at the site.

The International Centre looked to RG Nets for a solution to their rapidly escalating need for provisioning man-power. RG Nets has a long term relationship with The International Centre that began nearly a decade ago. The IT staff originally chose to deploy the RG Nets revenue eXtraction gateways to provide total control, clear communication and complete cognizance over the retail aspect of their wireless distribution network with zero operator intervention provisioning.

Attendees with no specific conference organizer, exhibitor or vendor affiliation are directed to connect to a public access SSID that brought them to a custom captive portal served and hosted on the rXg. The captive portal is used to acquire credit card information and the rXg would then automatically provision Internet access for the attendee with a policy that depends upon the amount paid. All of this is achieved with zero intervention on the part of the IT staff. “The rXg was not only the best bang for the buck solution it was the only viable one for our midrange position. It definitely has the widest and most useful range of features and at the lowest cost of deployment for a small to midsize provider,” said Adam Kroft, International Centre’s Telecommunication Manager at the time of the original rXg installation.

The role and capabilities of the deployed rXgs have evolved with The International Centre’s needs over the years. The rXg was originally chosen for its simplicity, ease of deployment and completeness of a solution in a single box. The first iteration was configured to offer a single rate limit with a few choices in session duration. Later iterations offered tiers, experience manipulation, filtering and other options. This evolution would eventually progress to what they today which includes auto-provisioning the wholesale aspects of the Internet service delivery to address the man-power issue.



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– Adam Kroft, International Centre
Telecommunication Manager



Provisioning for the vast majority of buyout and other wholesale scenarios requested by conference organizers now only takes a single person and a few minutes to complete due to the latest reconfiguration of the network and rXg. An IT staff member logs into the rXg web GUI, creates an identifying credential, sets a few usage parameters (e.g., start and end date, maximum connections, etc.) and then associates the appropriate policy enforcement (e.g., rate limit, content filtering, payload rewriting, etc.). The credential is then passed to the conference organizer to be distributed to the end-user population.

Scenarios other than wholesale buyout are handled by end-user self-service provisioning. The retail aspect of the wireless service of course continues to be serviced by the rXg as it has for many years. However exhibitors may now leverage the system for both wired and wireless access. An exhibitor may connect to network and pay for access for multiple devices via credit or debit card at any time. Provisioning for exhibitors is fully automated through the rXg and there is absolutely zero intervention on the part of the IT staff to get the exhibitor online. Furthermore the captive portal is accessible from the Internet so that exhibitors may prearrange and even prepay for Internet access to ensure that their Internet on-boarding experience is smooth upon arrival.

In addition, end-users the have the opportunity to upgrade their service at any time. Possible upgrades include a change from nearly any aspect of the policy, including but not limited to



increasing the maximum real-time bandwidth rate limit, adding a short term speed burst, adding transfer quota, changing to a higher priority connection, increasing the length of the duration of the session and/or adding another simultaneous connection. The rXg will automatically calculate an appropriate prorated price, take payment and provision all without any intervention from the end-user. This fully automated approach more than doubled revenue capture for upgrades.

The breadth of credential possibilities available in the rXg enabled the IT staff at The International Centre to support the full spectrum of use cases of Internet purchase use cases from wholesale facility or single hall buyout to retail purchase by an individual attendee as well as everything in between. The powerful, customizable and easy to use captive portal is the linch-pin for end-user self provisioning with zero operator intervention and is able to evolve with the changing needs of The International Centre. “Working with RG Nets is absolutely brilliant. Their support staff can accommodate almost anything we can throw at them in less than an hour. They can even rewrite the whole portal for us in less than a day. We make more money while doing less work with every iteration of our network with RG Nets involved.” said Raiman Dilag, MIS Manager.

Maximizing revenue and minimizing cost for public access networks through automation. That’s the one and only thing that we do at RG Nets and we do it exceptionally well.

