



CASE STUDY

PETCO PARK - GALLAGHER SQUARE



SAN DIEGO, CALIFORNIA

# DRIVING REVENUE, STREAMLINING OPERATIONS WITH 5G

## How Boingo is Connecting America's #1 Ballpark with Private Networks

### VENUE NEEDS

To improve mobile experiences and capitalize on 5G opportunities, Petco Park, home of the San Diego Padres, desired a next generation wireless network for point-of-sale (POS) infrastructure, mobile concessions and immersive ballpark experiences. The network needed to be exclusive to the stadium's Gallagher Square area, support operational traffic and connect over 50 staffers on game day.

### BOINGO SOLUTION

Petco Park teamed up with Boingo Wireless to design, install and manage a 5G-ready private cellular network to reliably power mobile applications and make the fan experience more convenient. Boingo Private Networks provide closed, dedicated bandwidth to run operational traffic separate from public Wi-Fi and cellular networks, connecting more devices, reducing congestion and eliminating outages. The solution features built-in layers of security ideal for sensitive data transfer, such as mobile payments, and offers fast, low latency coverage.

### RESULTS

↑ 10%

up to 10% increase in food, beverage and merchandise revenue

↓ 30%

average reduction in queuing wait times for concessions and merchandise

↓ 50%

average reduction in line abandonment for concessions and merchandise

Outcomes are for large-scale activations and events at Gallagher Square, such as Padres Beerfest and concerts.

Boingo implemented the new private cellular network in less than one month, connecting staff iPads and POS devices that handle mobile food, beverage and merchandise transactions. Since its launch, Petco Park has generated more sales from concessions and merchandise by making the mobile payment process completely frictionless, handling customer transactions faster and increasing the volume of goods sold.

# VENUE NEEDS

## Stadium Connectivity for the Mobile-First Fan

Petco Park hosts 40,000 fans stretching over 12 acres of land. Delivering seamless and secure connectivity throughout the stadium is no easy feat. As next generation sports and entertainment experiences require mobile everything, the venue needed to expand its network technology beyond cellular DAS and Wi-Fi networks to cover Gallagher Square. The current setup wasn't cutting it, with issues that included:

- Mobile POS devices not operating consistently due to poor network availability
- Wi-Fi for operations competing with public access, resulting in congestion and interference
- Wireless dead spots causing breaks in connectivity
- Network security concerns
- Long concession queues contributing to loss of sales and declining fan satisfaction

The Petco Park IT team desired upgraded wireless technology to resolve these issues and to bring the stadium into the 5G era. With the right converged wireless network in place, the team could support critical operational applications—including mobile concessions—while connecting over 50 staffers who run Petco Park's Gallagher Square on game day.

## PETCO PARK PROFILE



Named #1 MLB Ballpark by *USA Today*



Home to 80+ San Diego Padres games annually



Innovative stadium design combines timeless traditions of baseball with state-of-the-art fan amenities to suit every taste and budget



Hosts mega concerts with acts including The Rolling Stones, Red Hot Chili Peppers and Taylor Swift

*"When fans enter Petco Park, they bring one thing—their smartphone. It's their ticket, their wallet, how they stay in touch. As we digitize operations throughout the ballpark, we need to make sure we are putting the fan first—making game day more seamless, more convenient and more enjoyable. 5G is a big part of this digital transformation."*

**Erik Greupner**, San Diego Padres CEO

# BOINGO SOLUTION

## Private Networks Deliver Fully Managed, Reliable and Secure Wireless Coverage

Boingo deployed a private cellular network leveraging CBRS spectrum in Petco Park’s Gallagher Square. The network operates alongside the stadium’s public cellular and Wi-Fi, and provides a dedicated, secure network custom-designed for operational outdoor use cases.

With just a handful of small cells, the network has ample bandwidth to power mobile concessions, enabling transactions across Apple Pay, Google Pay and credit cards. The consistent reliability of the network provides fast response times for digital issuance of tickets, notably reducing queue wait times and line abandonment for concessions and merchandise. Petco

Park has direct control over the network’s coverage, location and security. Wherever the team requires connectivity—even in hard-to-reach places—Boingo can bring the network. Boingo secures the network by issuing SIM cards to only authorized users and devices.



Gallagher Square is a community gathering space inside Petco Park where over 14,000 fans can catch games, enjoy concerts and attend special events.

### Network Operation Center Spotlight

The Boingo Network Operation Center (NOC) manages Petco Park’s private cellular network 24/7/365 to maximize uptime and operational efficiencies. Fully managed networks include strict carrier-grade Service Level Agreements (SLAs) and threat detection for safe, dependable, always-on connectivity. Boingo’s NOC leverages machine learning and artificial intelligence to proactively spot and remedy potential network anomalies.

### Understanding Private Networks

New business-critical applications demand new network infrastructure. Wi-Fi can lack the deep bandwidth and tight security necessary for operational IoT. Wired networks are costly and inflexible. Public cellular is typically designed for individual consumer customers. A Boingo Private Network is designed to connect IoT with definable quality service, built-in mobility and the highest levels of security.

	Boingo Private Network	Public Cellular Network	Enterprise Wi-Fi
Speed	✓	✓	✓
Mobility	✓	✓	✓
Reliability	✓	✓	✓
Low latency	✓	✓	✓
Security	✓	✓	✓
Control	✓	✓	✓
Data insights	✓	✓	✓
Cost effectiveness	✓	✓	✓

“Having a reliable, secure network in place makes the purchasing process at Petco Park completely frictionless—which is great for fans and great for our business.”

Ray Chan, San Diego Padres VP of IT

## RESULTS

### Frictionless Mobile Payments Drive Revenue

Boingo has helped Petco Park boost revenue and improve the fan experience with the reliability of mobile applications operating on its private network. By segmenting the private network exclusively for mission-critical operational traffic in Gallagher Square, Petco Park now has exclusive access to high-density, reliable connectivity to achieve results that matter.

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## Worry-Free Wireless



### Ease of Deployment

Boingo designed and installed the network in less than one month



### Customer Satisfaction

More convenient fan experience with fast access to food and beverage



### Security

Secure credit card payments, robust cybersecurity monitoring



### Data Insights

Insights gleaned from previously unavailable operational data like customer location and queuing areas



### Distributed Cloud Edge

Network leverages the latest cloud technology to meet network capacity and coverage requirements, data processing and data protection



### End-to-End Support

Network monitoring and maintenance

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boingo.com/petcopark

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With the Boingo Private Network, the Padres organization can adapt to the stadium's evolving operational requirements. The team is now planning for additional private network use cases with Boingo, including immersive 5G experiences, robotics and video surveillance.

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