Dubai World Trade Centre Set to Pioneer Digital Event Experiences with Extreme Networks

DWTC increases its network capacity to power next-gen digital applications, and improve health, safety and security measures

DUBAI, UAE, October 12, 2021 – Extreme Networks Inc., a cloud-driven networking company, today announced it has successfully completed a large-scale network overhaul for the Dubai World Trade Centre (DWTC) increasing the network capacity of the venue tenfold. As a result of deploying Extreme solutions, such as Extreme Fabric Connect™ and ExtremeAnalytics™, DWTC can offer a variety of next-generation digital applications, including media displays and contactless engagement technologies, more robust security and improved health and safety measures.

DWTC has played a pivotal role in the growth of Dubai’s business tourism and trade since it was founded in 1979. To make Dubai the world’s leading destination for major exhibitions, conferences and events, including GITEX GLOBAL 2021, and in anticipation of a 50% year-on-year increase in network traffic, DWTC turned to Extreme. Together, they have designed a converged IP network infrastructure powered by industry-leading solutions, such as Extreme Fabric Connect and ExtremeAnalytics. By leveraging ExtremeAnalytics, the team at DWTC will gain greater visibility into foot traffic patterns, congregation areas, concessions traffic and overall app usage throughout its events. These insights will allow them to optimize venue operations and provide more personalized experiences for all attendees.

Key Benefits:

- **Secure, Reliable and Scalable Connectivity:** DWTC can now accommodate its demand for high-bandwidth digital applications, such as contactless engagement technologies, as well as high-definition video. DWTC can also reliably host multiple CCTV cameras to improve venue security and the enforcement of COVID-19 safety protocols. Furthermore, Extreme Fabric Connect delivers network security features, which eliminate backdoor entry points, prevent lateral movements, and isolate potentially insecure devices.

- **Simplified Network Operations:** As a powerful and flexible solution to design, build, manage, and troubleshoot networking, Extreme Fabric Connect delivers a simple and agile way for DWTC to deploy new services. In addition, the advanced capabilities of the VSP switches enable full-featured network virtualization to be flexibly deployed across a range of network environments.

- **Real-Time Insights and Analytics:** ExtremeAnalytics provides DWTC with granular visibility into how its users, devices and applications interact with its network. Access to such real-time data allows the center to gain valuable usage insights to optimize its network’s capabilities as well as identify and mitigate overcrowding.

Executive Perspectives:

*Farid Farouq, Vice President, IT, Procurement and Contracts, Dubai World Trade Centre*
“With large exhibitions on the horizon, the world is looking to Dubai to set new standards for mega-events. We have risen to this opportunity to deliver on Dubai World Trade Centre’s mission of being a world-leading venue for conferences, exhibitions and events and providing a world-class business networking platform with integrated end-to-end services. Thanks to Extreme’s networking solutions we can do just that and offer best-in-class exhibitor and visitor experiences.”

Maan Al-Shakarchi, Regional Director META, Extreme Networks

“The Dubai World Trade Centre is demonstrating how the events industry can emerge stronger and more resilient following the pandemic by leveraging technology to help them broaden their reach and innovative services. While many have waited on the sidelines, DWTC has made confident investments to future-proof and advance its IT infrastructure. The solutions we’ve provided have not only built a solid foundation for DWTC to continue to innovate, but to achieve the infinitely distributed connectivity required to stay at the center of the region’s events calendar.”

Extreme will participate at GITEX Technology Week having recently completed its acquisition of Ipanema, the cloud-native, enterprise SD-WAN division of Infovista. Extreme will also support the participation of key channel partners Omnix and EIS.

Additional Resources:
- Extreme Fabric Connect Solutions Page
- ExtremeAnalytics Solutions Page
- Cloud Managed Networking for Dummies eBook
- Master Your Guest Onboarding Process For Superior Customer Experience Blog
- Connect with Extreme via Twitter, LinkedIn, Facebook, YouTube, and Instagram

About Extreme Networks

Extreme Networks, Inc. creates effortless networking experiences that enable all of us to advance. We push the boundaries of technology leveraging the powers of machine learning, artificial intelligence, analytics, and automation. Over 50,000 customers globally trust our end-to-end, cloud-driven networking solutions and rely on our top-rated services and support to accelerate their digital transformation efforts and deliver progress like never before. For more information, visit Extreme’s website at https://www.extremenetworks.com/ or follow us on LinkedIn, YouTube, Twitter, Facebook, or Instagram.

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