

The Wireless Connection

for enterprises

2nd Edition

Wireless
@SG



INTRODUCTION

Wireless@SG has close to 7,500 hotspots around the island, and empowers users with seamless and secure mobile connectivity. Now with an enhanced speed of 1 Mbps, Wireless@SG will remain a free service until March 2013.

Through the effective deployment of the Wireless@SG network, users are able to enjoy high-speed broadband access in the heart of high-traffic areas, including the central business district, and public places such as the Orchard Road shopping belt, libraries and residential town centres.

Since its launch in December 2006, the usage of Wireless@SG has also significantly increased from a monthly average of 2.1 hours per user in 2006 to a monthly average of 15.1 hours per user today.

Users are able to logon securely to the Wireless@SG network through **Seamless and Secure Access (SSA)**.

This eliminates the need to submit login details repeatedly, facilitating faster and easier access to applications such as email, VoIP, instant messaging and social networking channels.

With the **Wireless@SG Connect** application, users have easy access to operator-provided services such as mobile messaging, social networking, directory search and location based services. A hotspot finder is also available to assist users in locating the nearest Wireless@SG hotspots.

The success of the Wireless@SG programme has been well-supported by the enterprise community, with an increasing number of businesses joining the network yearly. IDA invites enterprises to join the growing Wireless@SG network, bringing about greater mobility.



QUICHÉ, CAPPUCCINO AND WIRELESS@SG

Delifrance is an iconic brand in Singapore. The company opened its first café in 1985 at Clifford Centre and it was one of the first eateries in Singapore to specialise in café-bakery offerings with French flair. Over the last quarter of a century, Delifrance has grown considerably. It now has 27 outlets, cafés and kiosks around the island and it is the go-to place for quick bites and good coffee.

While Delifrance was a pioneer in the café business in Singapore in the mid-1980s, today, Delifrance faces a much more competitive landscape. Numerous chains have sprung up, all targeting the same customers. At the same time, Singaporeans today are more affluent, discerning and better travelled. Standards are higher and all the players in this market have to live up to higher expectations.

Delifrance has observed that the Wireless@SG service has helped the company to draw in the professional crowd. Today, you see quite a few laptops and people in business attire at Delifrance.

ANNIE TAN,

MARKETING MANAGER OF DELIFRANCE

As a leader in the café-bakery industry in Singapore, and given its excellent distribution network around Singapore, Delifrance became one of the partners chosen to pilot the Wireless@SG programme. At that time, Delifrance was aware of the global trend among cafés to provide wireless Internet access as a way to attract patrons. Today, the Wireless@SG service is available at 15 Delifrance outlets around Singapore.

DRAWING CROWDS WITH WIRELESS@SG

According to Annie Tan, Marketing Manager of Delifrance, “The company has observed that the Wireless@SG service has helped the company draw in the professional crowd. Today, you see quite a few laptops and people in business attire at Delifrance,” she said.

She believes that Wireless@SG is one of the reasons that this group of PMEBs (professionals, managers, executives and businessmen) seeks out Delifrance as it allows them to work while enjoying a cup of coffee.



WIRELESS-ENABLING A BETTER EXPERIENCE

Ms Emily Lim is one such customer. A Business Development Manager, she is constantly on the go. Quite often, she has to log on to check her email or complete paperwork while she is away from the office. On those occasions, she seeks out places with Wireless@SG service. One of her favourite spots is the Delifrance café at Toa Payoh Hub.

“I like coming here because it is quieter and it has a nice ambience. I buy a sandwich and a cappuccino, and I just work quietly at the counter,” said Ms Lim.

The free wireless Internet access also allows many to conduct meetings, which is advantageous for the café chain as these meetings tend to be held during off-peak hours, thus bringing in additional revenue.

“Delifrance sees considerable value in Wireless@SG and the company is currently exploring the possibilities of expanding coverage to more outlets,” said Ms Tan.



INFINITE SEES ENDLESS POSSIBILITIES WITH WIRELESS

As one of the few licensed resellers of Apple products in Singapore, Infinity E-Solutions Asia Pte Ltd (or 'Infinite') has a portfolio of products much desired by the "cool" crowd, mainly the mobile and largely the young and computer-savvy. The company runs two Apple premium reseller stores at Millenia Walk and VivoCity and satellite Apple retail points within the stores of electrical retail chain Best Denki.

Since most—if not, all—of Apple's newer products have the capability to connect to wireless networks, the team at Infinite has to ensure that its display units at the stores are enabled wirelessly, so as to provide potential customers a good experience of the full range of functions that the Apple products are capable of. Similar to Apple, Wireless@SG is a well-accepted "brand" by local mobile service consumers as well as the computer-savvy. Hence offering customers a preview of this combined experience was a decision which came naturally to the Infinite team.

IMPROVING SME OPERATIONAL EFFICIENCY WITH WIRELESS@SG

"When we first started, the stores were operated using two separate (wireless) networks from a single provider," shared Infinite's Business Development Manager John Ang. "These were two networks running separately for two distinct groups of target users: one, for customers to enjoy the capabilities of Apple products; the other, for operational purposes. But it was not cost-effective for the business at all as it meant we were paying two subscriptions for the same purpose."

So the management team at Infinite decided to switch to the Wireless@SG platform, based on the network's high-level of acceptance in Singapore; and the capability of the network to meet the needs of the company, including enabling a wireless experience for potential customers, and an acceptable level of security measures.

Within a short period of four months, the team co-operated with its network provider to link all its sales locations to the Wireless@SG network. During the trials conducted, the management team at Infinite was also assured by the observable security levels offered by Wireless@SG.

The possibilities are endless. We are planning to use Wireless@SG to link up in-store security networks, and even possibly use Wireless@SG for customer relationship programmes.

MR JOHN ANG,
BUSINESS DEVELOPMENT MANAGER

WIRELESS-ENABLED RESULTS, WIRELESS-ENABLED POSSIBILITIES

Now, the company enjoys a far more efficient daily routine. Going forward, the team at Infinite is upbeat about bringing about new business functions and the possibility of marketing to a wider reach, using the potential of wireless.

“The possibilities are endless. We are planning to use Wireless@SG to link up in-store security networks, and even possibly use it for customer relationship programmes,” said Ang. “This would certainly help to expand the range of services that could be offered by Infinite, and improve customer experience.”





SPINELLI BREWS BETTER SERVICE WITH WIRELESS

Since the adoption of Wireless@SG a few years ago, the Spinelli Coffee Company in Singapore has reported an increase in customer traffic. New customers, such as tourists, stop in for a drink and connect to the wireless network to stay in touch with friends and family. Returning customers, mostly corporate professionals, would be seen conducting business meetings at the coffee outlets.

This is good news for the coffee company, which established its presence in the Singapore market in 1996. Now, the management at Spinelli oversees 35 branches, mostly spread across the central business district (CBD), with 25 of these outlets equipped with access to the Wireless@SG network since 2008. The motivation to offer wireless Internet access was strong: The company's closest rivals have implemented

similar networks and clients have come to expect wireless network access as a given in most cafes.

WIRELESS@SG PAYS OFF WITH INCREASED CUSTOMER TRAFFIC

Three years after the first outlet was equipped with Wireless@SG, the move has paid off for Spinelli.

“With Wireless@SG, we see an increase in traffic, during both peak and off-peak hours, with most of these customers connecting to Wireless@SG (in our outlets),” said Mr Jovi Teh, Director of Operations at Spinelli Coffee Company in Singapore.

While the company’s core group of customers remains the PMEB (or professionals, managers, executives and businessmen), staff at the various branches have noticed a growing group of students who patronise and spend considerable time at the outlets. Does the behaviour of these students, for example, occupying tables for an average of two hours, pose a concern for the company?



“It all depends on the location of the outlet,” said Teh. He cited Spinelli’s China Square Central outlet as an example, noting that due to its location in the heart of the CBD, most of the outlet’s clientele are there to mix coffee with business, even during peak hours. “More often than not, you will see people there with their laptops, doing presentations even during the peak hours of 10 am to 12 pm,” said Teh. And students have been observed to stream in during off-peak periods—especially after lunch hours—maintaining sales throughout the day for the coffee franchise.

With this influx of customer traffic, Spinelli has enjoyed a boost to its year-on-year revenue, with the availability of the Wireless@SG network contributing to a significant portion of the turnover.

Access through Wireless@SG has now become an indispensable part of our service offering to customers. With this platform, we have the ability to work on future services such as cashless payment and off-site ordering.

MR JOVI TEH

DIRECTOR OF OPERATIONS
SPINELLI COFFEE COMPANY

HASSLE-FREE IMPLEMENTATION OF WIRELESS@SG

Another plus for Spinelli was the hassle-free implementation of the network at its outlets, beginning with four branches, including the centrally-located Heeren outlet. According to Teh, it was a smooth process, and took place in a relatively short time period of six months, including planning, implementation and post-implementation process tests.

“One of the better points about the Wireless@SG implementation process is the operator taking care of most of the needed steps,” recalled Teh. This meant that hardly any manpower from Spinelli was needed, freeing up costly human resource to focus on the core services of the business.

At present, Spinelli is focused on offering Wireless@SG as a value-add to customer experience at its cafes. For use as part of the company’s administrative network, Teh hopes to extend the use of Wireless@SG

to internal systems and put in place a more stringent security process that is suitable to facilitate cashless payment and facility surveillance.

Given that the results have been generally positive for Wireless@SG, the first wireless access network implemented by the coffee company, Teh recommends industry peers to ‘seriously consider’ implementing Wireless@SG. Based on the present (and growing) reach of the Wireless@SG network as well as its architectural potential, Teh envisions greater possibilities for the company.

“Access through Wireless@SG has now become an indispensable part of our service offering to customers. With this platform, our team will have the ability to work on future services such as cashless payment and off-site ordering.”





MCDONALD'S DELIVERS FAST SERVICE AND SMOOTH CONNECTIVITY

McDonald's is easily one of the world's most recognisable quick service restaurant chains. Through the years, its delivery of great value and fast service has attracted a steady stream of the young and the mobile. Recognising the evolving needs and expectations of its patrons, especially the rapid uptake of wireless services, it is no surprise that the team at McDonald's quickly responded by implementing wireless hotspots at most of its locations as early as 2003. This was before the launch of Wireless@SG in December 2006

"It was a painful process as there were so many constraints to deal with before the Wireless@SG network was introduced," recalled

Mr. Chen Yaw Wei, Director of Information Systems at McDonald's Restaurants. "This included determining a suitable location to house the router and the actual implementation of the router, which was usually located in the already-tight space of the branch manager's room; testing processes; responding to customer issues."

The team began with the goal to offer wireless Internet access to customers in all its locations, with the exception of branches at the Singapore Polytechnic and Changi Airport as these locations had in-house wireless networks in place.

Even though the team had a dedicated headcount of six to manage the wireless system, the team found that the process of offering wireless access to its customers was more time-consuming than initially envisioned.

"But the situation changed for the better, with the launch of the Wireless@SG network," said Chen. Once the team studied the Wireless@SG delivery model and was convinced of its benefits, there was no

stopping the change. With the transition from an architecture (and a lot of vendors) the team at McDonald's observed a more efficiently managed central system.

With Wireless@SG, we've seen better response time towards customer assistance, and reduction in operating cost. The system is well-supported as it is mainly managed by the Wireless@SG operator. This gives us peace of mind, and our customers get better service too.

MR CHEN YAW WEI

DIRECTOR OF INFORMATION SYSTEMS
MCDONALD'S RESTAURANTS PTE LTD

IMPROVED EFFICIENCY WITH WIRELESS@SG

"Wireless access is not new to our patrons, since we have implemented such a service as far back as 2003," said Mr Chen. "However, with the Wireless@SG network, users get full support from the operator. This supportive delivery model has reduced the use of McDonald's operational resources such as manpower and related costs."

Chen is confident of good customer issues management by the operator, based on observations. Having a 'central' feedback model for customers' connectivity issues has worked.

"With Wireless@SG, we've seen better response time in customer assistance, and reduction in operation costs. The system is well-supported as it is mainly managed by the operator. This gives us peace of mind, and our customers get better service too. What's more, McDonald's customers now enjoy a bandwidth of 1Mbps, an improvement from the initial 512kbps."

Chen also acknowledged the benefits of Wireless@SG being a widely recognisable programme, hence there was little need to convince or educate its patrons about the network. This is a benefit which retailers like McDonald's enjoy, from joining a larger community, observed Chen.



Has the adoption of Wireless@SG raised any operational issues for McDonald's, such as patrons occupying tables for longer periods after they have finished their meals for wireless access?

"Not at all! Our customers are understanding and so far, we have had no real issues in this area," said Chen. He says that restaurant branch managers have also been properly trained to handle such situations with gentle prompts.

While the team at McDonald's is quick to acknowledge the operational advantages of adopting Wireless@SG, it is the patrons who cheer the availability of the network within the restaurants.

"A BIG MAC, PLEASE... WITH WIRELESS"

"I am a very busy mother who is trying to juggle my job as a property agent, with family commitments," shared Ms Koh Mui Choo, in between bites of a burger at McDonald's King Albert Park location. "3G mobile services are too expensive for people like me, so I am very appreciative of free wireless access. I can eat, feed my kids and work at the same time."

This echoed the sentiments of another patron, university student Jasmine Goh, "I

like the use of a one-user ID and password system. I'm forgetful, so remembering only one user ID for Wireless@SG works for me."

"Going forward, with Wireless@SG's architectural elements—such as a one-user ID and password system—it would be potentially useful in developing new services," said Chen, "such as Customer Relationship Management services." As the current Wireless@SG infrastructure captures log-in data of users, it would be advantageous if service retailers such as McDonald's would be able to tap on this information, and offer relevant promotions based on the profiles of customers.



CITY SQUARE MALL GOES WIRELESS AND 'ECO'



In a country where shopping is considered a national pastime, one of Singapore's newer malls is distinguishing itself from the competition by taking the wireless and "green" route.



City Square Mall is located at the junction of Serangoon Road and Kitchener Road, and sits on the site of Singapore's historic New World Park. The mall—housing about 200 tenants—is also one of Singapore's larger retail hot spots with over 700,000 square feet of gross retail space, spread over five retail levels, two basements and four levels of lifestyle services.

GOING WIRELESS, GOING GREEN

One of the most outstanding features of City Square Mall is the installation of "green" features, such as eco-restrooms, parking lots for hybrid cars, separate chutes for wet and dry refuse for easier recycling, and intelligent systems that require less electricity to run. Another key differentiating factor is that Wireless@SG is available in the mall's common areas from Basement 2 to Level 5. This means that the mall's customers can enjoy Internet access via Wireless@SG conveniently. In addition, the mall's management also uses the wireless access to manage some of its public

information services.

Offering wireless access (Wireless@SG) at the mall also allows us to access connected platforms such as the plasma screens and outdoor LED screen to broadcast information about products and services

MR DOMINIC CHEW

HEAD OF MARKETING COMMUNICATIONS
AT CITY DEVELOPMENTS LIMITED

At the building's planning stage, the mall's developer, City Developments Limited (CDL), already knew that it wanted to blanket the building with a wireless network.

"A budget was set aside for installing Wireless@SG, and as such, the cost was included during overall building infrastructure planning," said Mr Dominic Chew, head of marketing communications at CDL.

For CDL, the investment has been well worth it, said Mr Chew. "The return-on-investment is immense as it brings convenience to our shoppers. Wireless access at the mall allows them greater mobility to use the Internet while shopping or dining at our mall. With Wi-Fi hotspots available throughout the mall, one can easily stay connected."

"As our core audience includes young families and office workers who are very often on-the-go, we have received feedback that they find the wireless networks useful as it allows them greater mobility to use the Internet while shopping or dining at City Square Mall," Mr Chew added.

The wireless network also makes it easy for the mall's management office to manage various information spaces such as its plasma screens and outdoor LED screen, through the wireless infrastructure. Such convenience and efficiency is an advantage over having to build a self-managed data infrastructure.

"Offering wireless access at the mall also allows us to access connected platforms such as the plasma screens and outdoor LED screen to broadcast information about products and services," added Mr Chew.

IMPROVING CUSTOMER EXPERIENCE, WIRELESSLY

The management of City Square Mall views the availability of the Wireless@SG network as a key competitive advantage because "people these days want to be connected wherever they are". By offering widespread Internet access, the mall is offering shoppers greater convenience in hope that shoppers will stay longer and shop more. It also hopes that this will also make it more likely that shoppers will return to the mall.

In addition, the presence of the wireless network allows the mall's management to communicate with shoppers. With the wireless network in place throughout the mall, "smartphones owners visiting our mall can surf the Internet for free and even keep up with the latest promotions and events happening at City Square Mall via our Facebook page," said Mr Chew.

While the potential exists to push advertising to customers, Mr Chew said that this was something they were still exploring. "We are cautious about expanding the use of Wi-Fi to spam customers using digital advertising and would prefer to inform them about mall promotions using 'pull' rather than 'push' factors," he said.

With an always available wireless network in place, the mall now regularly receives real-time feedback from customers at the mall via its Facebook page. "Questions related to mall facilities and promotions are posted by our customers who are visiting the mall," he noted.

With 'check-in' services such as Foursquare and Gowalla, shoppers are able to 'check-in' at shops and restaurants at the mall, giving the mall's management insight into which outlets are more popular with the younger, tech-savvy crowd.

The mall also leverages on the Wireless@SG platform to help manage its promotional redemption system.

"Our Customer Service Centre located on Level 2 uses wireless access to record and save redemption details, such as the number of vouchers left or redeemed which allows them to update the management team on a real-time basis." said Mr Chew.

In the near future, City Square Mall hopes to leverage on Wireless@SG to send customers to the mall's website after they log on. This is so that people can learn about the latest promotions from participating retailers. The mall is also eyeing other future applications.

"Being Singapore's first "eco" mall, City Square Mall has also implemented newsletters and mailer sign-ups available directly from its website. Sign-ups will be available on Facebook page in the near future as well," said Mr Chew. "This will provide convenience for our shoppers who will be able to sign up anytime, anywhere in the mall."



DESSERT STORY OWNERS GROW F&B CHAIN WIRELESSLY

Dessert Story's Junction 8 outlet is a study of efficiency within the confines of a 450 square foot dining space. The area is lined with side tables and stool seating, fitting a maximum of 40 diners at any one time. Next to the "entrance" is a small stand-space wide enough to fit two servers (who also double up as cashiers), a few stoves, a wash basin and a strip of table space for the cashier system.

When the founders first began operations four years ago, bookkeeping and stock inventory updates for all outlets were manually conducted on a regular basis. Given the handful of full-timers on the management team ("we still have less than five management staff"), the team found themselves struggling between business development, managing off-site teams, and keeping abreast of the competition. Time was a limiting factor, and so was cost. As a start-up, it was critical to eliminate expensive and potentially crippling human errors.

FOCUSED ON BETTER CUSTOMER EXPERIENCE

So the team spent invested time at the outlets studying trends, and working on-site using available wireless networks “We noticed that during off-peak hours, some of our patrons, such as students, would be at the outlets with their laptops or mobile devices while enjoying their dessert. These students form part of our core target group,” said Mr Alan Sim, partner of Anytime Food Pte Ltd.

“We were also using it for email purposes, so we thought why not offer a stable wireless network as part of our service to customers. Hence we decided to install Wireless@SG, especially since the Wireless@SG brand is so well accepted.”

Although it was an easy decision made, locating the router proved to be a challenge as the outlet was not initially planned with excess space. After several on-site trials, the network operator finally found a suitable location and successfully installed the router. But the Anytime Food team wanted to achieve more.

“For our business to grow, it was important to enhance the experience of our customers, but at the same time we also wanted to improve internal controls,” said Sim.



IMPROVING OPERATIONAL PRODUCTIVITY... WIRELESSLY

The first change effected was to connect all point-of-sales (POS) cashier systems to an off-site secure server via the installed Wireless@SG network. This allowed up-to-minute record of sales, keeping accounting

errors to a minimal, and generating reports in shorter time periods. Sim shared that the company also keeps transactions simple, by keeping it “cash-only”, so the company need not worry about transmitting confidential credit card details over the wireless system.

The second improvement was the installation of a facility monitoring system at the board ceiling which monitors transactions and customer traffic. Videos and still images are sent to the company server via the Wireless@SG network.

In this well-connected and constantly evolving society, networks like Wireless@SG allow business owners (a platform) to truly understand consumer behaviour. This motivates us to think out-of-the-box in ways of being in constant contact with our customers' needs and wants.

MR ALAN SIM, PARTNER

BY ANYTIME FOOD PTE LTD
(HOLDING COMPANY OF DESSERT STORY)

All these functions were quickly automated and tested successfully, in a short period of six months. The result? The outlet has enjoyed a steady stream of customers, even during off-peak hours. Diners are able to connect seamlessly to the Wireless@SG network, while enjoying a steaming bowl of sweet soup. The management team also observed a heightened level of efficiency in record keeping, saving significant manpower costs. To date, almost all of the dessert chain's

nine stores island wide (including locations at Century Square Mall and Hougang Mall) are operationally structured

EXPANDING THE NETWORKED BUSINESS

Sim hopes to do more through the Wireless@SG network. “In the near future, we will be planning for ‘push marketing’ efforts, such as the potential of customised login pages to show our (outlet-specific) promotions.

“In this well-connected and constantly evolving society, networks like Wireless@SG allow business owners (a platform) to truly understand consumer behaviour. This motivates us to think out-of-the-box in ways of being in constant contact with our customers' needs and wants.”



SENTOSA OFFERS A CONNECTED ISLAND EXPERIENCE

Clean sandy beaches, well-developed resorts and spas, the award-winning Underwater World Singapore as well as the recently-launched Universal Studios, have brought a rapid increase in the number of visitors to the once sleepy island of Sentosa.

This influx of visitors has in turn brought about a change in guest profiles, attracting a high number of visitors who are technologically savvy, as well as a shift in the expectation of service levels within the attraction. Visitors have now come to expect quick and easy access to the Internet—at low or no-cost—and updated information about the island attractions.

A BETTER ISLAND GETAWAY, WITH CONNECTIVITY

With this observation, the Sentosa Development Corporation (SDC) drew up plans to offer wireless access within the island, with the goal to provide a seamless connectivity experience for guests. In 2007, the SDC team decided to adopt the Wireless@SG infrastructure.

“From the service angle, the adoption of Wireless@SG was a good first step to offer information services to guests through mobile devices or laptops” said Mr Eu Kwang Chin, divisional director of information

technology at Sentosa Development Corporation. “Guests now have quick and easy access to route information, updates on attractions and information on food and beverage services.”

The decision process to adopt the Wireless@SG platform was fairly simple, shared Eu.

WIRELESS@SG SUPPORTS THROUGH STRONG INFRASTRUCTURE

From an operational viewpoint, Wireless@SG is a well-publicised vehicle for connectivity

within Singapore; the architecture is tested and readily available; and its security levels are sufficiently robust to serve the needs of visitors and retail operators on the island. The infrastructure was also built with an “audit mechanism” which facilitates generation of up-to-minute logs and reports with details such as IP addresses, registration and log-in details. What’s more, based on the delivery model of the Wireless@SG platform, most of the implementation and maintenance work would be supported by operators. This functions like a “packaged solution” and allows the SDC to focus on service delivery to its guests.

Yet another plus was the availability of more than one operator offering Wireless@SG, which allowed organizations to choose from in adopting the platform, added Eu. This provided the SDC with a range of available options should the organisation decide to extend the coverage of wireless access. To illustrate his point, Eu shared the organisation’s experience during the implementation phase, under what he described as “Sentosa-specific” conditions.

“Sentosa has an interesting—even peculiar—environment. Trees are always growing. Thus the mounting angle for each hotspot had to be carefully positioned to get the best coverage for each attraction cluster,” reminisced Eu, with a smile. “But these are the behind-the-scene efforts from the operator, which we appreciated.”

In less than four years since the first hotspot was implemented at a Delifrance outlet located at Siloso Beach, the SDC has expanded the island’s wireless coverage to areas surrounding key attractions. This also includes providing access to “island partners”, such as the spa operators and F&B retailers, to enjoy a well-supported wireless infrastructure. At 1Mbps, the

current Wireless@SG service is sufficient for information exchange usage, such as email access and internet access, observed Eu.

In addition, the SDC team is also studying the viability of converting spaces on the island into advertisement push channels. The transmission of these advertisements will be managed remotely, supported by the Wireless@SG network.

Users of Wireless@SG also have quick access to up-to-minute visitor information, offered as a well-planned directory of news and contact details. This includes information about the island’s attractions, food and beverage offerings, retail outlets promotions, upcoming events and the latest events.

From the service angle, the adoption of Wireless@SG is a good first step to offer information services to guests through mobile devices or laptops. Now, , guests have quick and easy access to route information, updates on attractions and information on F&B services.

MR EU KWANG CHIN

DIVISIONAL DIRECTOR OF INFORMATION TECHNOLOGY
SENTOSA DEVELOPMENT CORPORATION



MYSENTOSA EXPERIENCE

In March 2011 the SDC launched the MySentosa mobile application for visitors

with iPhones (now extended to Symbian mobile phone users), offering island information through compatible mobile devices. The mobile application also facilitated on-location itinerary planning for guests with the availability of maps, as well as interactive navigational aid through a Global Positioning System (GPS) function.

Based on the positive response by visitors to the availability of Wireless@SG within the island, the SDC is looking forward to the possibilities of rolling out more “push” services, which would better serve visitors as well as service retailers on the island. This includes the enhancement of location-based messaging services, such as location-based marketing messages.

The key objective is to constantly value-add to the experience of guests. With further development of the Wireless@SG platform—such as the increase of bandwidth offered—the SDC team believes that more possibilities to enrich their visitors would easily become reality.

“Wireless@SG is a platform that enables enterprises to stay competitive in the digital age. It helps organisations integrate, interact and transact with customers wirelessly. Enterprises can also leverage and make use of the wireless platform for marketing, sales and branding purposes to target on-the-go customers,” said Eu. “Coupled with the pervasiveness of WiFi-enabled devices—and the widespread use of social networking activities—an effective wireless platform will further increase the distribution and consumption of information to promote an enterprise’s growth in the digital economy.”

Together with site owners and partners, iCELL Network has embarked on a series of transformation and enhancement programmes on top of the existing Wireless@SG network infrastructure aimed at increasing its usability and speed. iCELL convinced advertising partners and mall owners to co-invest in bringing OOH (Out-Of-Home) advertisement to a higher level of digital engagement with the dynamic and interactive Digital Signage. Digital Signage enabled the seamless transfer of digital advertisements to consumers' mobile devices via image recognition and the Wireless@SG Connect seamless login. These innovations created new engagement channels for digital media agencies to enhance their services to customers, making targeted digital advertisements engaging with appropriate context while allowing consumers to be more informed. Malls have been looking into how they could leverage Wireless@SG to enable location-based shopping so that shoppers could find the latest deals near them. Mall owners are also using Wireless@SG for their business operations, in order to improve services to tenants and consumers, as well as lower operation costs and manpower.

iCell

Mr Ken Chua, CEO, iCELL Network



At M1, we are committed to helping our customers reap the benefits of wireless connectivity for their businesses. With increasing smartphone ownership in Singapore, businesses are seeing greater demand for 'always-on' Internet connections through Wi-Fi devices. In supporting smooth and quick connectivity via Seamless and Secure Access, M1 has added a feature to the Wireless@SG Connect application on iOS and Android devices that allows M1 subscribers to sign up for Wireless@SG accounts immediately by sending them passwords via SMS. The introduction of Next Generation Nationwide Broadband Network (Next Gen NBN) connectivity allows M1's Wireless@SG users to enjoy greater and more consistent download/upload speeds when accessing the Internet. Overall, this makes for a better user experience as streaming videos and rich content now load much faster. Moving forward, M1 believes that enterprise users are convinced of the advantages of Wireless@SG and will increasingly rely on it as an integral part of their business strategy.

M1

**Mr Willis Sim, Deputy Director,
Corporate Sales, M1 Limited**

As a partner in the Wireless@SG initiative, SingTel provides comprehensive coverage across the island, particularly along Orchard Road, in major shopping malls such as Wheelock Place, Ngee Ann City and Paragon to provide customers easy Internet access on-the-go. SingTel also provides cost effective Wireless@SG enterprise solutions to enable businesses to provide better value to their customers with Wi-Fi access at their premises, especially for the F&B and retail sectors. With the SingTel Wireless@SG implementation, the businesses' patrons can truly enjoy wireless Internet connectivity, allowing them to surf, email, stream music/videos and social network etc on their wireless-enabled devices.

SingTel



OPERATOR CONTACTS

To find out how your business can benefit from the Wireless@SG programme, contact any one of the following operators for more details.

iCELL Network Pte Ltd

Phone: (65) 6309 4520
Email: sales@icellnetwork.com
URL: www.icellnetwork.com

M1 Limited

Phone: (65) 6655 5599
Email: corp_sales@m1.com.sg
URL: www.m1.com.sg/wsgbiz

Singapore Telecommunications Ltd

Phone: 1800 763 1111
Email: info.singtel.com/contact-us
URL: www.singtel.com/wirelessSG



