



IDENTITY CARD

Activity

Convention and Exhibition Venue
Manager

Creation date

2008

Headcount

+400 employees

Implantation

Paris Ile-de-France

SCOPE

- ▶ The solution daily users belong to technical teams, sales departments and service providers
- ▶ + 800 sensors deployed on 3 sites

GOALS

- ▶ To objectify the comfort and visitors well-being on all sites
- ▶ To identify the various buildings drifts in the operating condition
- ▶ To propose new services and improve customer experience and satisfaction

RESULTS

- ▶ Increase from 70 to 80% the satisfaction rate
- ▶ Real time comfort and quality service monitoring
- ▶ New services creation
- ▶ Increase operational efficiency

How did the IoT solution deployed by Synox help VIPARIS meet its satisfaction and operational efficiency?

THE PROBLEM

Viparis is the European leader in hosting conventions and trade shows. Each year, it receives 10 million visitors (general public, professional visitors, spectators) and 800 events from all sectors spread over 9 sites in France.

The organizers' concern is to ensure the visitors' and exhibitors' satisfaction by providing them a positive experience. Indeed, when organizers rent a space at VIPARIS, they necessarily incur costs for heating/air conditioning, cleaning, etc., which represent a budget item that must be under control. Thus it is important to be able to measure and report on the adequacy between perceived comfort and amounts committed.

THE IMPLEMENTATION

-1° The first step was carried out internally

For two of the problems raised, a solution of connected devices could be highlighted: the temperature measurement in buildings and the satisfaction level about hygiene of the sanitary facilities. Then, it was necessary to find technical partners both on the deployment of a network infrastructure and on the visualization and restitution interface.

-2° Thus, the second step consisted in arbitration of technology used according to needs.

The LoRa network quickly became successful thanks to its long-range and low cost characteristics in terms of energy consumptions required for devices. Viparis chose a private infrastructure to avoid a recurring cost per item and also to benefit from a

Le réseau LoRa a rapidement rencontré un grand succès du fait de ses propriétés longues portées et peu coûteuses en termes de consommation d'énergie requise pour les objets. A la vue des différents cas d'usages pouvant être mis en œuvre, Viparis a fait le choix d'une infrastructure privée pour s'affranchir d'un coût récurrent à l'objet et également pour profiter d'un mesh network in order to save the objects' batteries.

-3° The third and final step was the choice of the visualization platform.

After testing several platforms on the market, the Viparis teams were convinced by the Synox's SoDATA#Viz data visualization platform. Indeed, Viparis was looking for an open solution, scalable, with a huge autonomy gave to users for the dashboard creation.

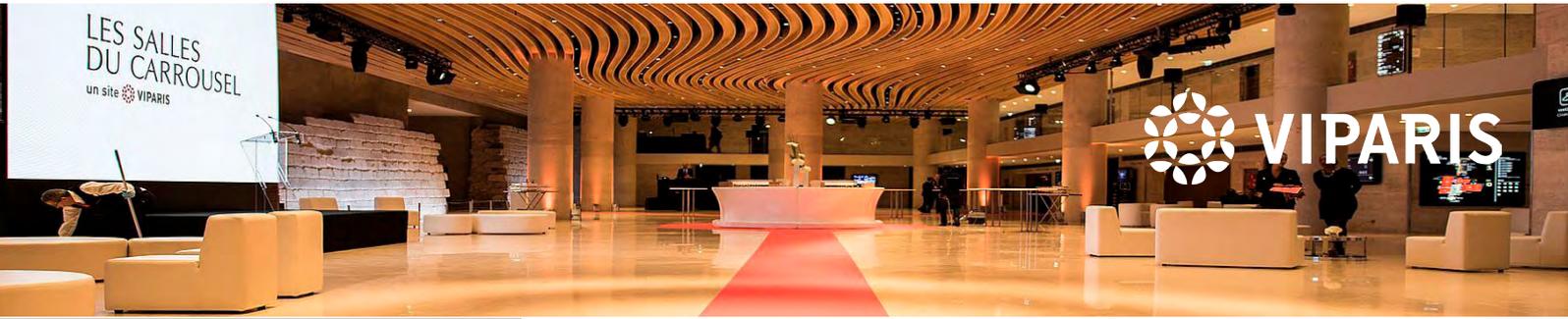
The ergonomic interface, the maturity of the interface, the price - functionality ratio and the responsiveness of the Synox team made the difference.

Today, 3 people per site use the solution daily, without counting the technical team, the service providers and the commercial service who use the consulting platform. Viparis think about the possibility to give access to its customers to offer more services to the solution implemented, such as availability of post-event reports.

“ Before the installation of connected devices, sometimes it was our customers who noticed us a failure of the heating system... Now we can be proactive on this type of incident.

Jean-Baptiste LARDEUR, Technical Project Manager





ABOUT VIPARIS

As a subsidiary of the Paris Region Chamber of Commerce and Industry and the Unibail-Rodamco group, Viparis is Europe's leading convention and trade show organizer. It operates 9 major event venues in the region and welcomes 10 million visitors (general public, trade visitors, spectators) and 800 events from all sectors every year. Committed, it deploys an ambitious sustainable development strategy, Better Events 2030, based on 4 major pillars: a controlled ecological footprint, better mobility, reliable partners, and the mobilization of all.

ABOUT SYNOX

As an editor and integrator of IoT platforms, Synox supports companies and communities wishing to easily and safely implement their IoT project whatever the objects and technologies used.

It allows companies and communities to transform by taking advantage of IoT emerging technology potential, in complete autonomy, within a sustainable development approach.

EN SAVOIR PLUS

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SoDATA#Viz - Tableau de bord de suivi



Bouton de satisfaction

THE RESULTS

« With a surface of more than 500 000 m² of exhibition hall to manage, it's hard to measure the temperature at all points, all along the day. Thus, ensuring a comfort level in this context represents a feat. The setup of connected devices became obvious for us." say Jean Baptiste Lardeur, technical project manager.

At Viparis, the project represents a double challenge: first an operational challenge, to identify the deviations about the functional states of buildings ; and moreover a challenge in terms of ability to propose new customer services.

The comfort level of the visitors is the first indicator that Viparis wants to measure. To this end, several hundreds of temperature sensors are placed in exhibition halls. It is now possible to link a zone temperature with its energy requirement to heat it or cool it. Therefore, it is easier to propose a real balance between the need in terms of comfort for visitors and its energy cost. With the implementation of this project, Viparis was able to imagine new services for the organizing customer of the event, while acting on teams proactivity in case of eventual problems linked to the heating or to the cooling.

In addition to the temperature monitoring of reception centre, the satisfaction level of sanitarities was an important problematic. With on average 150 sanitarities per site, it is impossible to check the cleanliness level all day long and even more difficult to ensure it. Today, thanks to the solution implemented with Synox, it is possible to know in real time the satisfaction level related to the cleanliness of the areas and to trigger corrective action quickly.

Thus, the cleaning service became more efficient, via reported data by satisfaction button installed on site, while improving the customer satisfaction rate by moving from 70 to 80%.



We already made several unsuccessful and expensive POC before testing SoDATA#Viz but when we saw the curves in real time of our 50 devices, only one week after the POC signing, it promptly convinced us!

Jean-Baptiste LARDEUR, Technical Project Manager



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