

Case Study

Dublin Bus: City-Wide Connection

A unified transport network which gives passenger cutting edge mobile Internet

FleetConnect teams up with Dublin Bus to take the city into the future

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The Challenge

- To Wi-Fi enable all of Dublin Bus's Fleet of Buses
- Improve the overall passenger experience
- Lead the way in Dublin transport

Dublin Bus offers public transport in the city and Greater Dublin areas. It wanted to install 4G LTE Internet across its entire fleet of 1,000+ buses. In doing so, they would be the **first Irish operator to have all of its vehicles connected to high-speed 4G Wi-Fi.**

FleetConnect had already been providing passenger Wi-Fi on a number of vehicles in Dublin Bus' fleet since 2012. These buses operated on the busiest tourist and commuter routes within the city of Dublin.



Dublin Bus actively promote the free Wi-Fi services advertised by

Wi-Fi access was later expanded to the airport route and proved especially useful for passengers looking to **access critical information**, such as onward travel details - an advantage over cars or taxis which is helping to **ease congestion** along routes between the airport and the city, improving the first impression of visitors to the city.

Dublin Bus is an award winning bus service provider, recognised throughout the industry for its high levels of customer service. At the heart of the project was **the desire to provide passengers with the best possible service**, enabling them to continue being productive as they travelled.



The busiest tourist and commuter routes benefit from free passenger Wi-Fi

As a part of our requirements, a **high quality, high speed on-board Wi-Fi service** on all buses was seen as a natural complement to, and continuation of, this work.

Furthermore, Dublin had been chosen by the government's Department for Culture, Media and Sport to be a 'super-connected city'. As such, the transport network of the city would need to be updated to **meet the demands of a new, smarter city.**

The Solution

- High-speed connectivity for passengers
- Easy to integrate with future technology
- Additional applications supported

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The Wi-Fi solution is based on FleetConnect's mobile broadband gateway technology. Applications such as **health monitoring** for Dublin Bus' CCTV systems are also being trialled with a view to ensuring a safer environment for passengers.

The modular FleetConnect platform means further applications can be easily added over time, future-proofing Dublin Bus' set-up.



Dublin Bus is known for investing in passenger satisfaction



The Results

- Passengers receive vital connectivity on their journeys
- Solution can be expanded to cover other applications, improving operational efficiency
- Dublin receives the benefits of full cross-city transport Wi-Fi

The Wi-Fi service is considered a valued part of the Dublin transport experience; Wi-Fi on Dublin Bus fleet means that the popular service is now **able to provide a more interactive experience** on the 500,000 passenger journeys it supports each year, offering an **excellent marketing opportunity** for many businesses in the city.

Tourists can now reduce their roaming charges whilst being able to more easily plan their visit, book and share their experiences, and access translation services. This **contributes to the city's tourism strategy** to increase visitor spend in the city by 10%.

In January 2015, Dublin Buses' Wi-Fi system had...

217,134 users
1,818,073 sessions and
Transferred 50.1 TB of data

The solution supports Dublin Bus' **Connected Capital Programme**, creating virtually seamless Wi-Fi coverage for both residents and visitors when using public transport

Productivity on the also adds to the city's Strategy for Jobs. In the last six months, the average session length was 19 minutes, meaning that people are connecting **regardless of how short their journey is.**

What the Customer Says:

"FleetConnect is a well-established provider of innovative and reliable Wi-Fi solutions with a reputation that sits well with Transport for Ireland's vision for a quality 21st century passenger experience."

What We Say:

*"Dublin Bus is an excellent example of a city investing in its transport network to provide a top quality experience to passengers. By deciding to invest in Wi-Fi, they have shown that **they value not only innovation, information and safety, but also the needs of the hundreds of thousands of people who rely on Dublin Bus vehicles everyday.**"*

Patrick Cotter CEO, FleetConnect