ARUBA & FAVENDO

Set Sail With Real-Time Location Services

Today's large cruise ships offer guests hospitality, entertainment, dining, and passenger services spread throughout the ship. Easily finding your cabin room, navigating your way to a restaurant, or sharing your location with family members – all drive a favorable cruise ship guest experience. To deliver these experiences, cruise lines look to real time location services (RTLS) to deliver these experiences everywhere passengers roam, dine, and play.

The challenge with traditional RTLS solutions is that they leverage cloud-based software as a service (SaaS) applications. While cloud services aren't an issue for portside applications, at sea – they require costly, latency-prone satellite connections. The poor economics of cloud-based SaaS applications mandates that cruise ship owners use an on-premises RTLS solution.

SHIP AHOY!

To address this challenge, Aruba and Favendo have enabled Aruba 802.11ax (Wi-Fi 6) access points to share real time location data with the Favendo on-premises Commander platform capable of wayfinding, asset tracking, and and proximity marketing via push notifications. Aruba's WLAN infrastructure can be pervasively deployed throughout ships, with integrated BLE radios offering the perfect platform to send location data to Favendo clients without using battery-operated beacons. The access points can also collect BLE tag and badge location data for asset tracking applications.

Using Aruba access points eliminates the need for dedicated Favendo gateways, simplifies deployments and significantly lowers deployment costs. The access points securely tunnel BLE device and location data to the on-premises Favendo Commander application, and push wayfinding data over Wi-Fi to the Favendo mobile application. This creates a single network infrastructure that serves both purposes of network communication and location services.

WHY ARUBA & FAVENDO?

- Leverages Aruba access points to deliver real-time location services
- On-Premises solution eliminates the need for expensive satellite connectivity
- Guides guests to destinations throughout the ship and helps locate lost children
- Asset tracking system can find misplaced equipment and luggage

Favendo's Commander application calculates indoor positioning, manages navigation, coordinates proximity marketing, and handles asset and personnel tracking. All functions are managed via an online dashboard, while an SDK simplifies the integration of location aware services with the cruise line's Android and iOS applications.

SIMPLE ONBOARD LOCATION SERVICES

In addition to delivering reliable location services, Aruba Wi-Fi 6 access points can accommodate high density environments like theaters, areas with IoT devices like galleys and control rooms, and multimedia-rich areas like dining halls and sleeping accommodations. 802.11ax technology is both backward compatible with older Wi-Fi standards, and interoperable with the latest high-speed mobile devices being introduced by Apple, Samsung, and others.
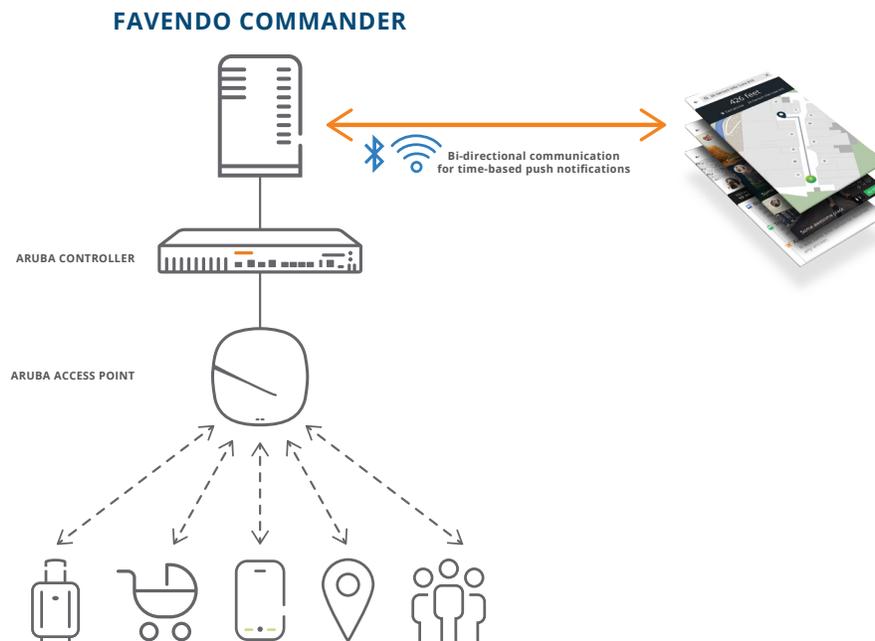
FAVENDO COMMANDER

Bi-directional communication
for time-based push notifications

ARUBA CONTROLLER

ARUBA ACCESS POINT

Figure 1: Aruba and Favendo joint solution topology

UNIQUE VALUE PROPOSITION

With the benefits of an on-premises solution, Aruba and Favendo eliminate the need for battery powered beacons, separate location gateways, and satellite-based SaaS applications. That keeps the operating costs low throughout the lifecycle of the infrastructure.

Analytics derived from the RTLS data enable location-based marketing, help the crew better serve passengers wherever they congregate, reunite lost passengers with their families, and schedule service – like maintenance and cleaning – based on actual traffic patterns.

USE CASES

The joint solution is suitable for the following:

- Indoor wayfinding
- Passenger and staff location
- Asset/suitcase tracking
- Proximity-based marketing
- Location-based catering/food and beverage delivery
- Geo-localization, data and visualization logging

SUMMARY

By addressing the unique needs of the cruise industry, Aruba and Favendo together deliver a cost saving RTLS solution that enhances passenger experiences everywhere the ships travel worldwide.

To learn more about Aruba's wireless portfolio:
https://www.arubanetworks.com/products/networking/access-points/

To learn more about Favendo, visit:
https://www.favendo.com/commander/

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