

# VostroNet

Enhancing customer engagement and venue utilisation through VostroNet's advanced Wi-Fi solution.

## Case Study

City Winery is Brisbane's first urban winery since 1860. The edgy venue, located in trendy New Farm, is a converted warehouse that now houses a working micro-winery, wine bar, cellar door and restaurant.

It has been 160 years since the last inner-city winery in Brisbane. With the growing popularity of this venue, management approached VostroNet to deploy a highspeed wireless solution to enhance guest experience and provide valuable insights into usage trends.

The winery's Wi-Fi solution is designed by VostroNet to cater to the large quantities of restaurant and cellar guests, with the capacity to burst to 250 visitors connecting via the site-wide mesh wireless network for a seamless internet experience.

VostroNet also introduced login via Facebook check-in or via mailing list sign-up for frequent visitors at the venue.

The Q2 Wi-Fi platform manages the network function and provides City Winery management

with detailed analytics reporting on user stay length, user time and day, heat maps on walkthrough patterns and repeat customers.

The platform, including log-in screen, has been further embedded with customised branding, easily modifiable by management through the captive portal editor functionality.

Providing the complete wireless solution has allowed City Winery Brisbane to increase its marketing footprint, engage better with prospective and existing customers and improve venue time and spend of customers on site.

