



Spengler Cup Davos

In addition to action-packed ice hockey games, fans of the Spengler Cup will also experience thrilling, up-to-the-minute entertainment off the ice. In order to ensure that no one misses a play, current news and information is shared in real time using interactive communication solutions. The organiser, on the other hand, benefits from a customer-specific communication platform and useful customer data.

The starting situation

The Spengler Cup is the oldest international ice hockey club tournament and takes place in Davos every year between Christmas and New Year. In addition to the home team, the tournament also draws well-known teams from around the world. Year after year, large numbers of spectators come to see the highest calibre of ice hockey and the captivating mountain landscape. Since it was first played in 1923, the Spengler Cup has developed into an impressive major event that guarantees spectacular entertainment both on and off the ice. Big events demand state-of-the-art communication infrastructure. On the one hand, organisers want to optimally meet the needs of customers by providing a fast, functional WLAN and modern means of communication, while on the other hand also deriving the corresponding benefits and analyses.

We have the solution

Enkom works with respected partners to develop the perfect solution: Huawei offers powerful hardware that enables a highly available, redundant IT network with firewalls and access controllers in the high-end sector.

Huawei components boast a simple configuration, efficient operation and excellent value. The solution offers the flexibility to be expanded at any time depending on the situation and needs.

“Enkom is an experienced and competent partner whose collaboration we value greatly.”

Achim Dähler
Hockey Club Davos AG

You will receive a perfectly coordinated package supplemented with the integration of a communication solution from Loop21. The Loop21 solution enables easy communication with terminals, which is appealing to a number of areas. This allows for direct communication with customers via their smartphones while also delivering useful information about customer behaviour based on data analysis. Hotspot software is already being used in countless places such as ski resorts, stadiums, shopping centres, events and cities. This is a temporary set-up for the Spengler Cup 2015.



Benefits for the operator

Interactive communication in real time affords the Spengler Cup as the operator sustainable success in areas such as sales, marketing & communication and IT.

- > Locally relevant real-time communication with visitors
- > Customer-specific advertising based on customer profiles such as gender, age and interests
- > Advertising platform for lessees and partners
- > Campaign and event advertising
- > E-commerce: direct link to the online shop of the Spengler Cup
- > Crisis communication through emergency messages
- > No app download necessary due to browser-based content
- > Automatic language recognition for users
- > Valuable marketing data such as e-mail addresses and customer profiles
- > Survey options are customisable
- > Comprehensive statistics and information such as language, age, gender, unique user or returning visitor

- > Visitor flow and movement analyses of your customers (heat maps)
- > User behaviour with regard to use of the content management system, such as landing page views, button-view clicks or banner-view clicks

Enkom provides you with comprehensive support

As an independent and skilled expert for modern infrastructure solutions, Enkom offers you a multitude of communication options. With our extensive know-how, we support you from consultation and realisation through to the operation and maintenance of the entire platform. Depending on your needs, we deliver, install and operate the appropriate WLAN, hardware and software components for you and provide the relevant services.

Cooperation with:



The landing page at the Spengler Cup

After logging in to the WLAN, Spengler Cup visitors are automatically directed to the landing page. The various locations, such as the ice hockey stadium, festival tent and food area, have their own landing pages. Depending on where they are located, users are directed to a different welcome page that depicts news relevant to that location: information about the event itself, results and information about the ice hockey players or meal recommendations.

