

An aerial night photograph of the SCAPE building in Orchard Road, Singapore. The building is a modern, multi-level structure with a prominent 'SCAPE' sign on its facade. In the foreground, a large crowd of people is gathered around a stage area where a performance is taking place. The sky is filled with colorful fireworks, and the surrounding city lights are visible in the background.

Singtel

SCAPE  
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# Customer Success Story

## Creating a robust network for creative communities

\*SCAPE, a non-profit organisation, offers programmes and physical spaces for youths to harness their creative talents. Its namesake building also houses corporate startups and retail establishments, as well as venue spaces for hire. To cater to these various communities, they needed to provide reliable and free WiFi access for all. Partnering with Singtel, \*SCAPE is now a vibrant hub on the up-and-coming Somerset Belt in Orchard Road.

# Executive Summary

## Customer Name

\*SCAPE Co. Ltd

## Website

[www.scape.sg](http://www.scape.sg)

## Country

Singapore

## Industry

Non-profit

## Business needs

- Required a stable, high-speed network for the entire \*SCAPE building, in order to provide free WiFi access for shopping patrons, corporate clients and youths who frequent the premises.
- Better engage customers across its five programming clusters: Dance, Entrepreneurship, Esports, Music and Media.

## Singtel solution

Managed Services (WLAN)

## Business value

- Fast and reliable WiFi network, which has boosted venue sales and led to an increased engagement with \*SCAPE's targeted youth audience.
- Captive portal enabling tenants to post advertisements featuring their latest promotions and draw customers
- Efficient support service team to quickly address network issues and maintain user satisfaction

## Future plans

Partnering with Singtel to explore 5G capabilities and placemaking efforts for the \*SCAPE building

# Customer Success Story: **\*SCAPE**

## Business challenges

Established in 2007, \*SCAPE Co. Ltd is a non-profit organisation championing youth, talent and leadership. A combination of community and retail venues, the \*SCAPE building was launched in 2010 as a physical space for youths to showcase their talents. Programmes are specially curated to harness these talents, focusing on five clusters: Dance, Entrepreneurship, Esports, Music and Media.

Given the goal of \*SCAPE to support the youths in their creative journey, beefing up their facilities through WiFi was a pivotal business requirement.

“When I first joined \*SCAPE in 2017, we had no free WiFi access,” recalls Ms Shirley Tan, Director, Programming and Partnership Integration of \*SCAPE. “In fact, we had no WiFi services for seven years. It was a fundamental need that was really lacking.”

Businesses at \*SCAPE’s co-working space did utilise private WiFi providers, but a network was needed for the entire building to boost engagement.

Being a youth-oriented hub, having a free-WiFi network would better enable \*SCAPE to boost engagement with its five programming clusters. Ms Tan cites the area of dance as an example. \*SCAPE is the home of popular dance studio O School, and also hosts a myriad of dance interest groups for youths.



Many dancers frequent our premises to practise their moves,” says Ms Tan. “And as active social media users, they often like to capture their performances on their devices and upload their content to social media immediately. So, having access to free WiFi is really useful for them.

### **Ms Shirley Tan**

Director, Programming and Partnership Integration, \*SCAPE Co. Ltd

As a non-profit company, \*SCAPE also leases its venues to clients as a source of revenue. Free WiFi access is key in attracting new clients.

“Without providing WiFi services, clients might be less likely to select us,” explains Ms Tan. “You would not choose a venue where you can’t provide your guests or participants with WiFi support during an event.”



We had a strong sense of confidence in Singtel's network, the resources they have, as well as their hardware and software expertise.

**Ms Shirley Tan**

Director, Programming and Partnership Integration, \*SCAPE Co. Ltd

## Solution

To meet these needs, \*SCAPE needed a robust and reliable WiFi network that caters to its various communities, including shopping patrons, corporate clients and youths.

In 2018, the facility management team began putting up evaluations and calling for proposals from potential WiFi operators, including Singtel.

After much consideration \*SCAPE selected Singtel's Managed Services (WLAN), deploying both Singtel's Enterprise WiFi-as-a-Service (WiFi-aaS) and WiFi Analytics-as-a-Service.

Enterprise WiFi-as-a-Service is a cost effective and scalable WLAN solution that provides a reliable wireless connection for both office staff and customers. The solution is supported by WiFi Analytics-as-a-Service which offers real time data about a customer's needs and behaviours.

As part of WiFi Analytics-as-Service, \*SCAPE is using a captive portal to capture customer info and usage patterns. From the dashboard, \*SCAPE can analyse customer data and gain useful insights that include "peak hour" usage. This gives \*SCAPE and its clients the ability to run more targeted marketing campaigns for their customers.

Ms Tan believes the captive portal has been extremely useful in running promotions. "We have been getting tenants, especially our food and beverage establishments, to use this feature," she says. "If they have offers such as one-for-one food deals, they can run their ad on the login page to draw customers."

When it came to implementation, Ms Tan describes the process as smooth sailing. Singtel worked efficiently to get WLAN services up and running well before the required date.

"I know that hardware sometimes takes a while to arrive, but we were pleased that there were no delays in the rollout," she says. "The team involved was very professional and made recommendations based on our unique floorplan to ensure optimal deployment of the router gateways."

Support service was efficient as well. Whenever any problems or network delays were encountered, the team reacted quickly to rectify any issues.

Explaining their decision to engage Singtel, Ms Tan says, "We had a strong sense of confidence in Singtel's network, the resources they have, as well as their hardware and software expertise."

## Business benefits

With the installation of a speedy and reliable network, \*SCAPE saw a steep increase in the number of users which translates to higher footfall on their premises.

\*SCAPE also enjoyed an increased engagement with its youth target audience. Even with the availability of more mobile data plans, Ms Tan notes that people still appreciate free WiFi. Particularly active users are the community of dancers who frequent \*SCAPE.

“The dashboard shows a surge in usage typically from 4pm all the way to midnight every day – which is when the dancers usually practise their craft,” she says.

\*SCAPE also enjoyed an increased engagement with its youth target audience. Even without any ongoing events or classes, Ms Tan observes that dancers keep coming back daily to hang out and utilise the free WiFi. This reflects a strong consumer satisfaction with the WiFi network.

\*SCAPE also received additional support from Singtel in terms of bandwidth, both for its esports gaming studio and the start-ups in its co-working space.

“It is important for start-ups to have a stable internet connection, so a dedicated bandwidth is the bare minimum we should be providing for them as \*SCAPE’s members,” says Ms Tan.

The WiFi network has served as a valuable sales aid as well, boosting \*SCAPE’s venue sales. When the network was officially implemented in 2018, the organisation saw a significant increase in new clients as compared to 2017. This steady growth continued through to 2019.

“All-in-all, the WiFi service has helped us return to a level playing field with other major malls in the Orchard area, most of which already provide free WiFi for patrons,” Ms Tan says.



## Future plans

Now equipped with a powerful network and high-speed WiFi access, \*SCAPE is well-positioned to refine its operations.

Future plans revolve around placemaking and refreshing the \*SCAPE building. More specifically, redeploing the use of \*SCAPE’s outdoor areas. Unlike its sheltered venues, the outdoor spaces are not as conducive for holding events. \*SCAPE hopes that Singtel will be a potential partner in this refreshment project which involves with addition of more access points and stronger WiFi capabilities.

Additionally, plans to explore 5G capabilities are in the works. “We are keen to be a potential content provider, and partner with Singtel to pilot 5G applications,” says Ms. Tan.

# About Singtel

Singtel is the ideal service provider to work with when considering a Desktop-as-a-Service deployment in your organisation. Boasting the largest pool of accredited professionals in Singapore, We are well equipped to manage your virtual workspaces for business of all sizes.

We are Asia's leading communications technology group, providing an unmatched portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For businesses, We offer a complementary array of enterprise mobility solutions, data hosting, cloud, network infrastructure, 5G, IoT, analytics, robotics and cyber-security capabilities. Its infrastructure and technology services span 21 countries, with more than 428 direct points of presence in 362 cities.

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## Awards

### Asia Communications Awards

Best Enterprise Service – Singtel Software-Defined Hybrid Network 2018

### Frost & Sullivan ICT Awards

APAC Telecom Group of the Year (2016-2019)  
Singapore IoT Service Provider of the Year 2019  
NFV Innovation Award – Singtel NFV Service 2018

### Frost & Sullivan APAC ICT Awards

APAC Managed Cloud Services Competitive Strategy, Innovation & Leadership 2018  
APAC Telco Cloud Service Provider of the Year 2016

### HWM + Hardwarezone.com Tech Awards

Best Telco – SG (2014 – 2017)  
Best Fibre Broadband Service Provider – SG (2010-2018)

IDC MarketScape: Asia/Pacific Next-Gen Telcos: Telecom Services 2018 Vendor Assessment  
Leaders Position (Singtel)

### IT Pro Corporate Choice 2018

Managed Security Service Provider of the Year

### NetworkWorld Asia Readers' Choice Product Excellence Awards

Managed Infrastructure Services (2012 – 2018)  
Managed Security Services (2014 - 2015)

### Telecom Asia Awards

Best Managed Security Services Provider 2019  
Best Cloud-based Service 2018  
Best Managed Services Provider 2017  
Most Innovative Approach to Mobile Security 2017

### Telco Cloud Forum Awards

Best Telco Cloud SDN/NFV Project 2017

### TMT Telecoms Awards 2018

Telecom Group of the Year - Asia Pacific

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