



The Davos Companion Project



The World Economic Forum

is an independent organization committed to improving the state of the world. The WEF facilitates dialogue between corporate, political and other leaders on matters of global, regional and corporate importance, and acts as a catalyst for the development of key strategic insights and initiatives.

The WEF's Annual Meeting, traditionally held in Davos, Switzerland, focuses on crucial issues through a program of workshops and panel discussions.

During the past 30 years, the Annual Meeting has become the world's global business summit, now involving well over 2000 international business and political leaders, academics, scientists, Nobel Prize winners and media figures.

HP led the Davos Companion project

When the WEF first approached HP to develop the Davos Companion for its 2001 Annual Meeting,



hp success story

they sought a wireless tool to give participants instant access to conference information and to help them maximize their time at the Meeting.

HP responded with its latest generation hardware and a state-of-the-art wireless network infrastructure based on iPAQ PCs and ProLiant servers.

For 2003, the challenge was to incorporate several new functionalities, but more importantly, to extend mobile services beyond the congress center to 14 separate hotels. This latter task was made all the more demanding by the exacting security challenge presented by 2000 high-profile political and business leaders who were the focus of active and potential demonstrations and threats.

Working together as a strategic partner with the WEF and Accenture (who provided software development), HP led a combined 100-member support team to meet these new demands, while supplying all infrastructure technology and access hardware, as well as support, services and network connectivity for the 2003 Annual Meeting. This included:

- overall management of the Davos Companion project
- installation and management of the WLAN network
- WLAN security
- installation and support of fixed Kiosk systems
- hardware and logistics.



Complete interactive communication

At the WEF Annual Meeting, the Davos Companion has become an indispensable, user-friendly provider of portable communication and information services linking participants with each other and the outside world using email, as well as news services and streaming video. «It's been a really effective tool to keep in touch with everyone here, to stay abreast of what's going on in Davos, and to keep in touch with home and work,» remarked participant James Warren, director of communications at Magna International Inc..

Online scheduling and e-ticketing

In addition, conference guests praise the iPAQ's functionality in facilitating online session registration, scheduling and ticketing: «I like the fact that I can program in my own schedule. It was very easy when I first got here to go through the program and select, log-in and register for the talks I wanted.» said Dr. Chris Stout, Partner of Executive Partners in Chicago. A further benefit for participants and organizers is the iPAQ's online feedback and poll entry capabilities – plus immediate viewing of poll results.

«This is a project the WEF could not have done on our own. We really rely on our partners, and especially HP.»

Andre Schneider
COO of the WEF

Increased management efficiency

The Davos Companion's wide range of interactive features (see box) supports not only the highly demanding requirements of conference participants, but also dramatically enhances the productivity of the conference management team. Today, even initial personalization of the Davos Companion for individual participants is fast and efficient. HP's latest system pre-loads each iPAQ with each participant's details, then wipes out everything except the recipient's data as soon as they type in their personal code on receiving the tool. In addition, the tried and tested standard application package can be tailored fast and easily to fit changing or alternative needs.

Measurable results

During the 2003 Annual Meeting, a total of 2700 Davos Companions were distributed. Online use of the Davos Companion iPAQ alone in the 6-day period resulted in:

- 70,704 online pages browsed
- 254 videos streamed
- 470 session sign ups
- 1,912 E-mail messages sent
- 262 simultaneously-connected participants

The challenge

- The WEF needed a lightweight, portable wireless communication tool for its Annual Meeting to enhance participants' experience and efficiency.
- The mobile solution had to extend beyond the congress center to 14 hotels and integrate with 50 fixed information Kiosks.
- The solution needed to incorporate advanced technology, including video streaming, voting, and feedback facilities.
- Total security and reliability of data transmission was crucial.
- The entire communication project had to be coordinated from a single source.

The solution

- 2700 HP iPAQ h5450 pocket PCs
- Secure wireless LAN with around 60 WLAN Access Points
- 200 EVO D510 PCs for staff and Kiosks, with printers and displays
- 7 ProLiant servers (DL 360 & DL 580)
- 30 Evo N800c Notebooks for internet business center
- 10 Tablet TC1000 PCs in VIP lounge

The result

- 70'704 online pages browsed
- 254 videos streamed
- 470 sign-ups for sessions
- 1,912 E-mail messages sent

Deciding factors

- Excellent previous cooperation between the WEF and HP.
- HP's ability to deliver all hardware and network infrastructure for Kiosks and Davos Companion services.
- HP's guarantee of WLAN security
- Confidence in HP's project management capabilities.

Andre Schneider, COO of the WEF, is positive: «This is a project the WEF could not have done on our own. We really rely on our partners, and especially HP.» He continues: «It is only possible with the right device, but we also need the right people. The service team of HP was crucial. All the support teams are really working together and this is one of the major critical success factors which we needed to make this project really happen.»



Customer at a glance

branche: government
name: World Economic Forum
headquarters: Cologne/Genf
phone: +41 22 869 12 12
www.weforum.org

You can find further information about the advantages Hewlett-Packard can offer your company from your local HP partner or at: www.hp.com

Hewlett-Packard (Schweiz) GmbH
Ueberlandstr. 1
8600 Dübendorf
Phone. +41 58 444 55 55

The technical data contained in this document may be changed without prior notice.

© Copyright Hewlett-Packard Switzerland Sarl/GmbH, 2003
Produced in collaboration with Infotalks Communications
www.infotalks.com, Document nr. 07030026/e

hp success story

