



**Hewlett Packard
Enterprise**

Digitally transforming a beloved amusement park

**Parc Astérix embraces network modernization
to create great visitor experiences.**

Parc Astérix is France's second largest amusement park, serving over two million annual visitors and staff across 97 hectares of attractions. By implementing modern switches and automating processes, the park benefits from improved network security, data utilization, and troubleshooting while providing optimized connectivity to visitors and staff.

An amusement park as big as a small town

For over 30 years, Parc Astérix has been a dream come true for families, with a range of entertaining and thrilling adventures. 35 km north of Paris, it's an explosive mix of 47 attractions and shows staged in six 'worlds' retracing the adventures of the famous Gaul.

It is the second-largest amusement park in France and has been able to evolve and reinvent itself by offering ever-more innovative projects. The park has displayed continuous growth over the last six years, with over 2.6 million visitors in 2022.

Currently, the amusement park extends over almost 100 hectares with its attractions, three hotels, and 34 food outlets. It really is a small town with 10,000 visitors.

There are also 2400 employees working in over 200 professions, all supported by an IT department based on three areas of expertise: IT infrastructures, IT support, and a telecom and digital networks team.



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Industry: Leisure & Entertainment

Region: Plailly, France

Vision

Deploy a modernized infrastructure that optimizes visitor experiences and adapts to meet future requirements.

Strategy

Implementing the HPE Aruba Networking architecture for a modern network powered by AI.

Outcomes

- Optimized, secure connectivity
- Reduced network downtime and troubleshooting
- Real-time data analysis

Improved user experience

Fabrice Martin, head of IT at Parc Astérix, Compagnie des Alpes Group explains, “Parc Astérix’s vision is to constantly improve and offer new experiences to our customers, introducing new types of connectivity into existing areas, and seamlessly extending connectivity in new zones.”

The overall goal is to accelerate the company’s digital transformation to achieve the greatest possible satisfaction for customers and internal teams. Transformation adds value by increasing staff efficiency, improving customer services, and preparing the business for the future.

A more modern local network ready for the next 10 years

At the heart of the strategy implemented in Parc Astérix is an upgraded network system from HPE Aruba Networking. Over 200 HPE Aruba Networking CX switches reside in 160 technical rooms, spread over 97 hectares. The switches integrate connectivity for many different elements, such as video surveillance, ticketing offices, turnstiles, retail outlets, digital signage, and network access security.

Centralized information available in real time

The system collects and analyzes the data necessary to run the park, enabling staff to know how many people are entering the park in real time to efficiently manage lines and improve the experience for larger groups of visitors.

Beyond infrastructure, the solution includes services such as AI-enabled, cloud-native HPE Aruba Networking Central and HPE Aruba Networking ClearPass for centralized network security management and automation.

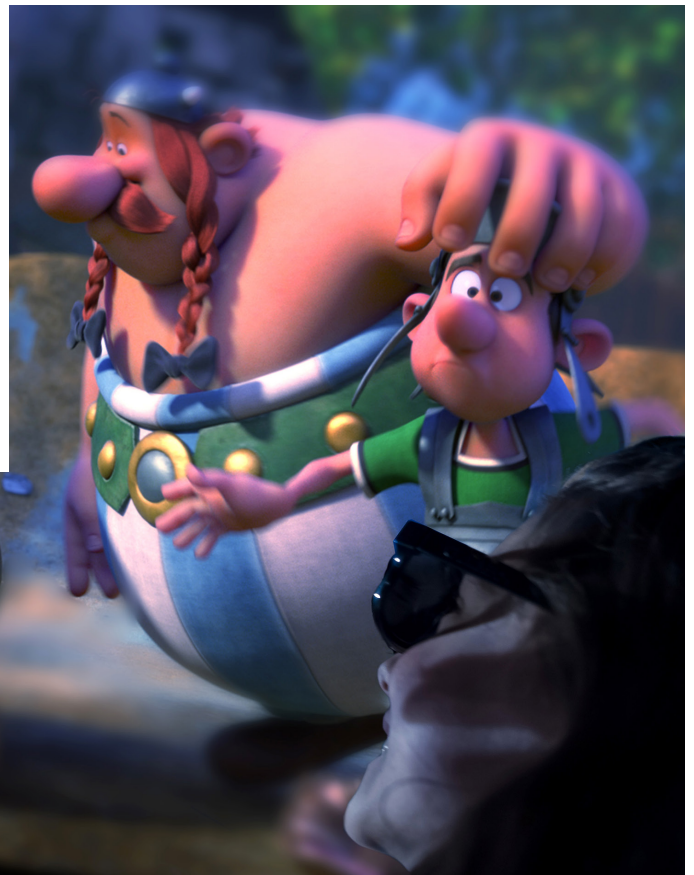
Fast provisioning

Aruba Edge Services Platform (ESP) improves processes with the help of tools such as Zero-Touch Provisioning (ZTP). ZTP allows fast, automated device provisioning with minimal manual intervention. To enhance change management, updates can be simulated, verified, and then activated in order to avoid any unwanted downtime. One key advantage of this cloud-native, AI-enabled solution is that Fabrice Martin’s IT team benefits from all experiences of previous similar deployments, globally.



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– Fabrice Martin, Head of IT, Parc Astérix, Compagnie des Alpes Group



Automated network configurations

HPE Aruba Networking ClearPass enables secure policy-based segmentation of the network based on user profiles and the network's management policies. There is no longer a need to manage hundreds of access control lists on switches and routers. Everything is automated centrally, with the same policies deployed to all switches from HPE Aruba Networking ClearPass. Admin tasks and cost of change management are significantly

reduced, errors are avoided, and the IT team can concentrate on adding value for park employees and visitors.

Parc Asterix's new infrastructure is now ready for the arrival of new services like Wi-Fi, geolocation, additional retail outlets, more security cameras, and even the seamless and secure integration of third-party platforms.

A sustainable solution

The project is now fully operational and aligns with the park's circular economy principle. Parc Astérix is committed

to environmental responsibility and has already developed a sustainability strategy that aims to restore areas and wetlands after each building project, reduce waste, and lower its carbon footprint through initiatives like the use of reusable tableware. It wants its IT department to follow the same path. As a result, the framework agreement with HPE Aruba Networking is committed to sustainable innovation, whereby old equipment is bought back, recycled, refurbished, and resold. Both companies therefore have reduced their direct and indirect emissions.



What's really important for us is being able to capture all the data necessary for running the park and for analyzing our days."

– Fabrice Martin, Head of IT, Parc Astérix, Compagnie des Alpes Group





Who would have believed that we, the indomitable Gauls, would one day let digital technology into our village?"

– **Fabrice Martin, Head of IT**, Parc Astérix, Compagnie des Alpes Group



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Solution

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- HPE Aruba Networking CX 6300M Switch Series
- HPE Aruba Networking CX 6100 Switch Series

Software

- HPE Aruba Networking ClearPass
- HPE Aruba Networking Central

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