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Baltimore/Washington International Thurgood Marshall Airport

Slice Wireless selects Mist Platform for Baltimore/Washington International Thurgood Marshall Airport

Make every connection deliver in transportation

Explore the Mist platform →

Industry

Transportation

Region

Americas

Overview

Smart airport uses advanced technologies to enhance passenger experience and operational efficiency

The Baltimore/Washington International Thurgood Marshall Airport served more than 27 million passengers in 2024, and more than 2,600,000 commercial passengers flew through the airport in June 2024, which was an all-time monthly passenger record.
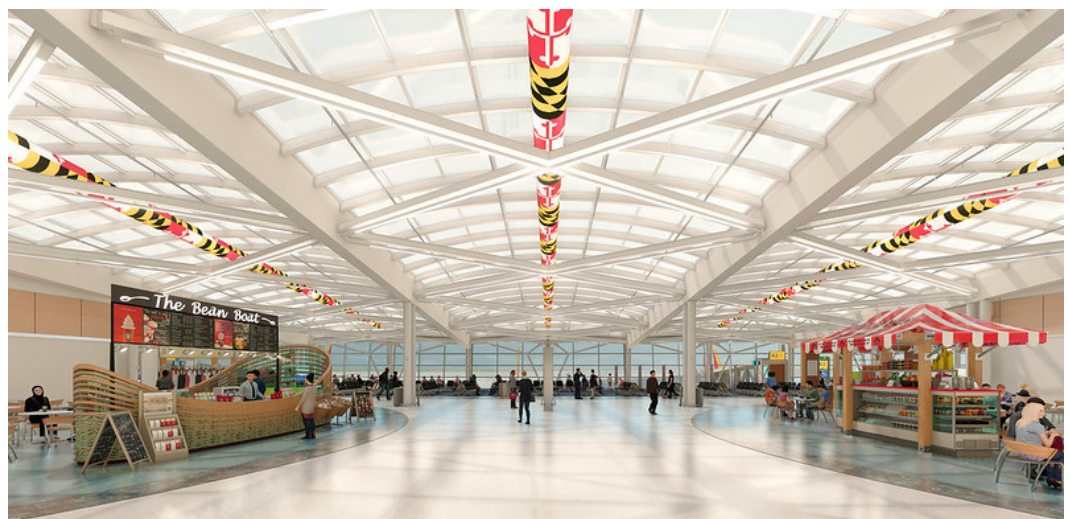
To deliver a better airport Wi-Fi experience, BWI Marshall partnered with Slice Wireless to deliver its patented managed service solution WiSNET.™ WiSNET leverages Mist,™ Juniper's cloud-native, AI-native networking platform, to support public Wi-Fi, businesses, and airport operations.
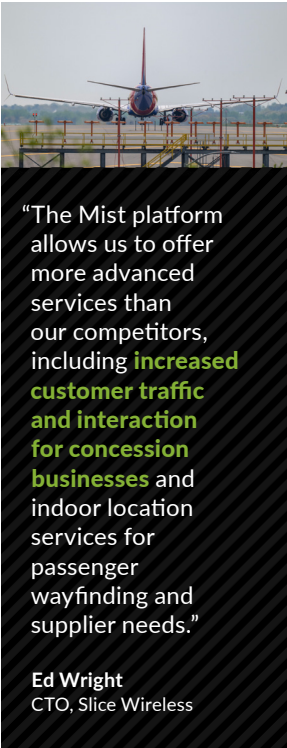
Challenge

BWI Marshall required exceptional Wi-Fi that would elevate the passenger experience and improve operational efficiency. Building a smart airport meant moving from inadequate to fast, free public Wi-Fi in all five concourses—capable of meeting the demands of a high-density, high-mobility environment.

BWI management also wanted to offset rental income and increase revenue by supporting the Wi-Fi and data needs of the airlines, retail shops, restaurants, car rental agencies, and other businesses operating at the airport.

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> "The Mist platform allows us to offer more advanced services than our competitors, including **increased customer traffic and interaction for concession businesses** and indoor location services for passenger wayfinding and supplier needs."
>
> **Ed Wright**
> CTO, Slice Wireless

Transformation

"BWI Marshall selected Slice Wireless because of our patented WiSNET managed service and its integration with the Mist platform, which allows us to offer more advanced services than our competitors, including increased customer traffic and interaction for concession businesses and indoor location services for passenger wayfinding and supplier needs," said Ed Wright, CTO of Slice Wireless. "BWI is receiving more revenue from their wireless system than ever before."

Outcomes

Passenger experience

4.11 out of 5 rating

Since Slice Wireless took over the BWI Wi-Fi in 2020, its Airport Service Quality (ASQ) score improved to 4.11 out of 5 in 2024, its highest rating.

Airport concessions

55

Stores, restaurants, car rental agencies, and other airline operations businesses connected for private ISP services on WiSNET

Generate revenue

$1 million

Before Slice Wireless, BWI did not receive any revenue from the public Wi-Fi or concession ISP service. After the takeover in 2020, Slice Wireless generated more than $1M new revenue in the first year of operation from concession services and portal advertising, which it shares with the airport.

Solution and implementation

Juniper AP43 Access Point	Juniper AP24 Access Point	Juniper AP12 Access Point
Juniper BT11 Access Point	Juniper EX2300 Switch	Marvis AI Assistant
Juniper Wi-Fi Assurance	Juniper Wired Assurance	Juniper Indoor Location Services
Juniper Premium Analytics	Juniper User Engagement	Juniper Asset Visibility

"BWI Marshall is a complex network operating environment, but **thanks to management through the Mist dashboard**, the Wi-Fi for millions of users becomes the easy part thanks to Juniper."

Ed Wright
CTO, Slice Wireless

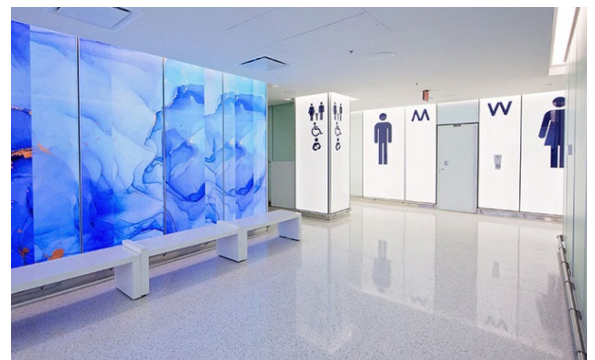## The Mist platform is the foundation of the smart airport

BWI Marshall offers scheduled passenger service from 14 airlines and has more than 80 concessions. The Slice WiSNET wireless service spans all five concourses, as well as parking, shuttle services, and rental car lots.

The Mist platform leverages the Marvis® AI engine to assure every wireless, wired, and virtual Bluetooth® Low Energy (vBLE) connection is reliable, measurable, and secure while streamlining network operations.

Juniper access points (APs) deliver Wi-Fi 6/6E and Juniper switches are used for the high performance access and core networks. Juniper APs support vBLE for location services, such as asset tracking, wayfinding, and targeted marketing. BWI Marshall was the first U.S. airport to deploy Juniper vBLE in 2021.

Juniper's Marvis® AI Assistant works with the Marvis AI engine to provide proactive and prescriptive actions that streamline operations and optimize user experiences.

"The Marvis AI Assistant watches for the Slice Wireless network operations team and tells us what it finds," said Wright. "Marvis AI makes the network more stable and easier to manage."

Exceptional Wi-Fi from curb to gate and beyond

Before Slice Wireless provided the public Wi-Fi at BWI Marshall, travelers regularly complained about slow and unreliable Wi-Fi. Since Slice Wireless took over the Wi-Fi in 2020, BWI's Airport Service Quality (ASQ) score improved to 4.11 out of 5 in 2024, its highest rating. In 2021, BWI was recognized as a top North American airport of its size.

Read more about BWI Airport Wi-Fi and Slice's WiSNET™ platform in Chapter 9 of High-Density and De-Densified Smart Campus Communications.

Mission-critical connectivity for airlines and concessions

Fast, dependable Juniper Wi-Fi allows BWI Marshall to bring new concessions online more quickly and cost-effectively. "In the past, it could take weeks or even months for a new concession to get broadband service," said Wright. "With WiSNET and Juniper Wi-Fi, we can connect them in just a few days—helping businesses open sooner and start generating revenue faster."

Enhance the passenger experience with smart airport solutions

The airport uses the Juniper network and indoor location services to improve the passenger experience, including for smart restrooms and smart parking. Occupancy analytics help custodial staff keep gate areas clean and tidy. Next up are wayfinding kiosks that help passengers navigate through the busy airport.

Drive incremental revenue

Before Slice Wireless, BWI Marshall did not receive any revenue from the public Wi-Fi or concession ISP service. After the takeover in 2020, Slice Wireless generated more than $1M in new revenue within the first year of operation from concession services and portal advertising, which it shares with the airport.

The Mist platform: purpose-built with AI and for AI

To learn more about Mist, visit our website at https://www.juniper.net/us/en/campus-and-branch.html

To explore how Juniper AIOps can optimize your IT, visit https://www.juniper.net/us/en/solutions/artificial-intelligence-for-it-operations-aiops.html

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