

Revolutionizing the Cruise Experience: AIDA Cruises and Cisco's Innovation Partnership

cisco Live !

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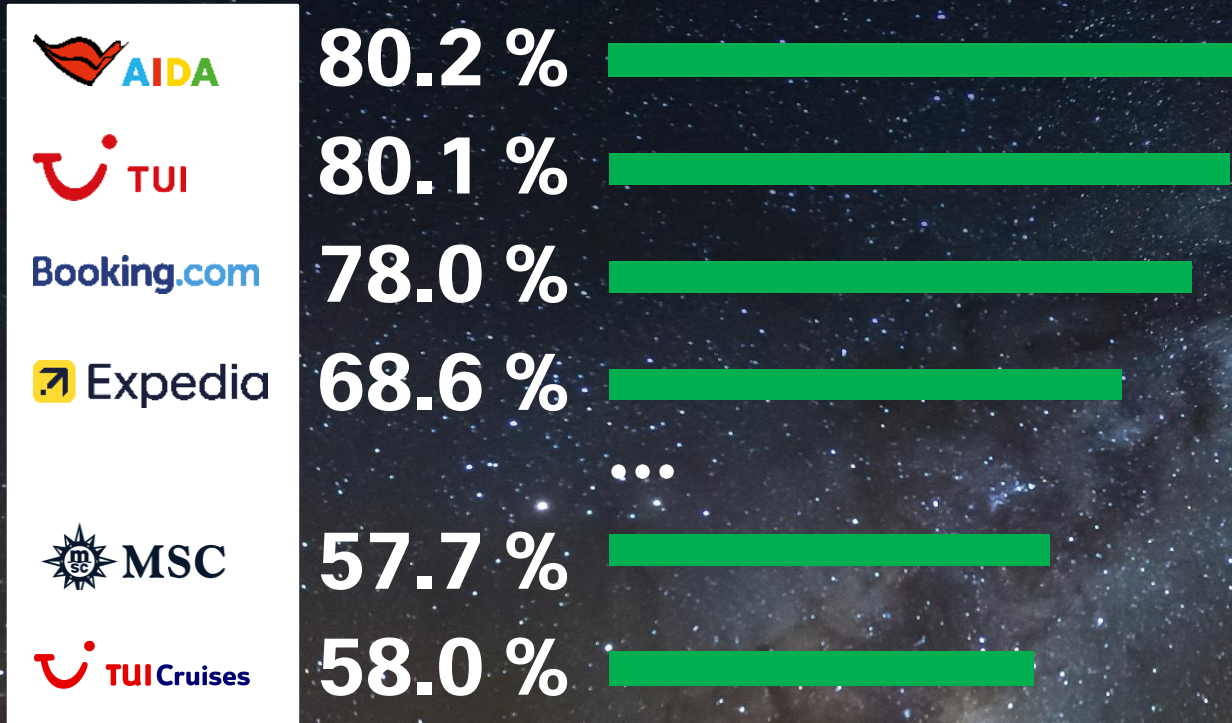
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Agenda

- 01 Session Introduction
- 02 AIDA Cruises Overview
- 03 Business Challenges and Requirements
- 04 Strategic Initiatives and Outcomes
- 05 What's next for AIDA and Cisco?

AIDA Cruises Overview

The Best-Known Tourism Brand in Germany



Third largest tour operator in Germany

First choice for cruise vacations

1.5 million guests in 2024

Largest social media community in German tourism



Our Dream Destinations



AIDA is perfect for...



... people of every age, especially couples and families



... a vacation with friends and several generations



... travelling barrier-free



... guests from German-speaking countries

A world of Experience on board and shoreside



Kids & Teens



Bars



Activity-Deck



Pools



Fitness



Sundeck



Staterooms



Wellness



Restaurants



Casino



Entertainment



Shopping



Great variety of excursions in every port

Business Challenges and Requirements

AIDA Business Challenges and Requirements



Improve Guest Experience

- Need for high-speed access
- Improve wireless connectivity with Starlink
- Seamless Wi-Fi onboarding
- Innovative location-based services and analytics



Operational Efficiency

- Automate network deployment
- Reduce MTTR – resolve issues faster
- Unify fabric across the campus and DC and remove spanning tree
- Single management and orchestration platform



Minimize Risk

- Provide network with high availability that is future proof
- Network segmentation between Campus and DC
- Reduce outages and minimize business impact with AI-driven insights and predictive performance



Sustainability

- Lifecycle Management
- Data driven sustainability

Guest + Crew Experience

Operational Excellence

Strategic Initiatives and Outcomes

Strategic Initiatives and Outcomes



Revolutionizing the Cruise Experience

Network Design 2.0

- Cisco end-to-end solution is the new standard for 11 ships
- BGP EVPN VXLAN fabric
- Operational efficiencies and ZTP through Cisco Catalyst Center with automated infrastructure operations
- 90% reduction in L1/L2 cases over last 6 months

Open Roaming & Location Based Services

- Improved guest satisfaction leading to higher onboard revenue
- Improved crew safety due to location-based services



Smart Offices

- Digitally Enabled: Cisco technologies providing insights to building health and occupant comfort
- Video devices compatible with Webex + Teams



AIDAqube

- Technology incubator and testing environment in AIDA HQ in Rostock based on a production ship environment



AIDAqube
THE CRUISE TECHNOLOGY INCUBATOR

AIDA – Network 2.0 High Level Design



Description

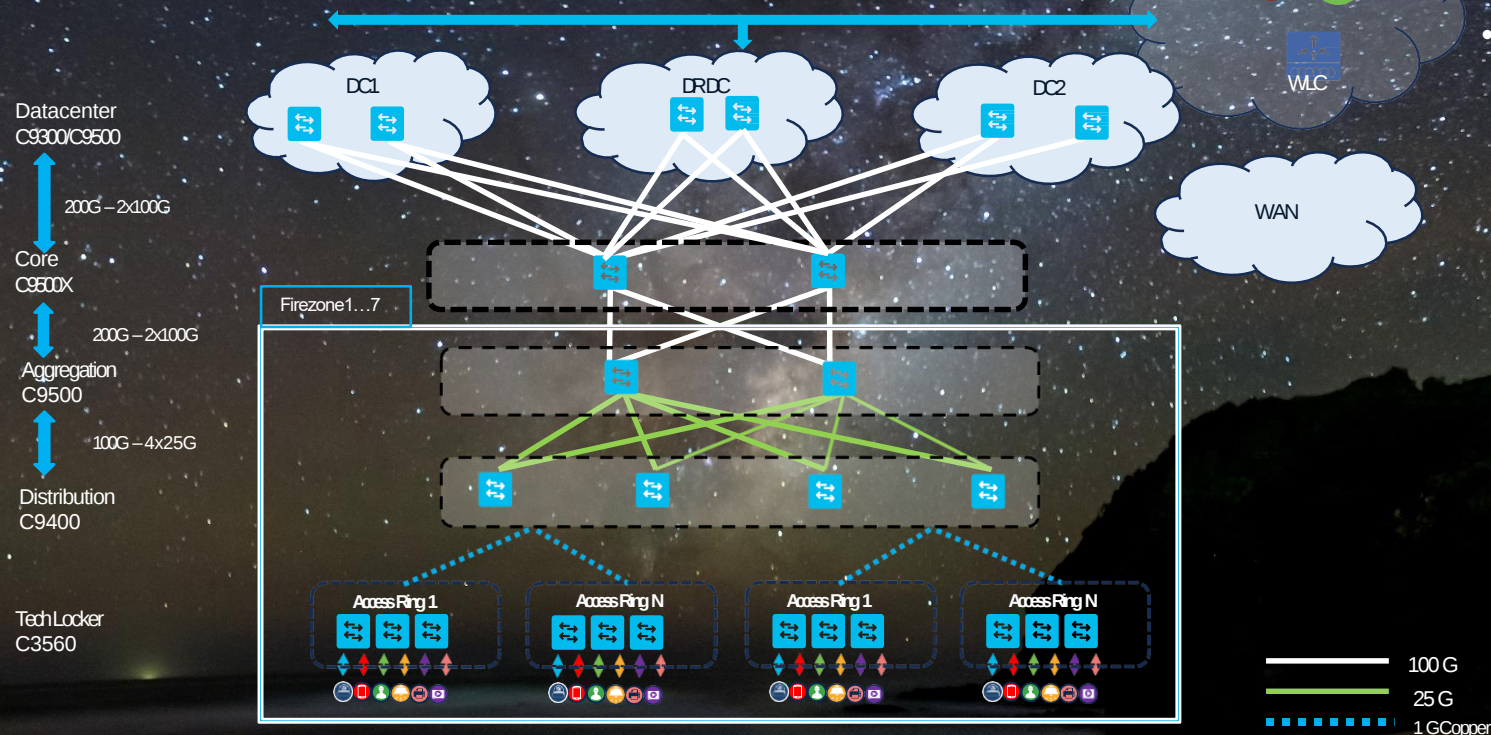
With Network 2.0, we have created a spine-and-leaf architecture. Here, all leaf switches are connected to all spine switches. This structure enables an even distribution of data traffic and avoids bottlenecks that can occur in traditional three-tier architectures.



Benefits for AIDA

- 5 times more bandwidth
- Increased security and network based segmentation
- VXLAN removes the need for spanning trees
- L3 everywhere
- Horizontal scale and faster convergence
- Flexibility & Scalability (up to 16M segments)

AIDAnova High Level Design



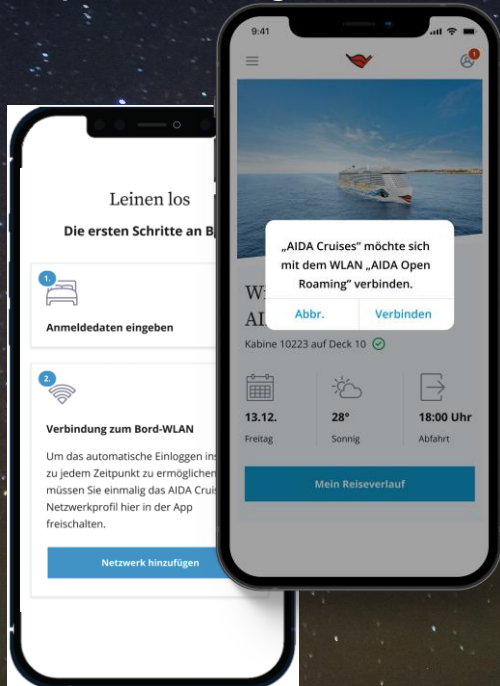
OpenRoaming & Location Based Services



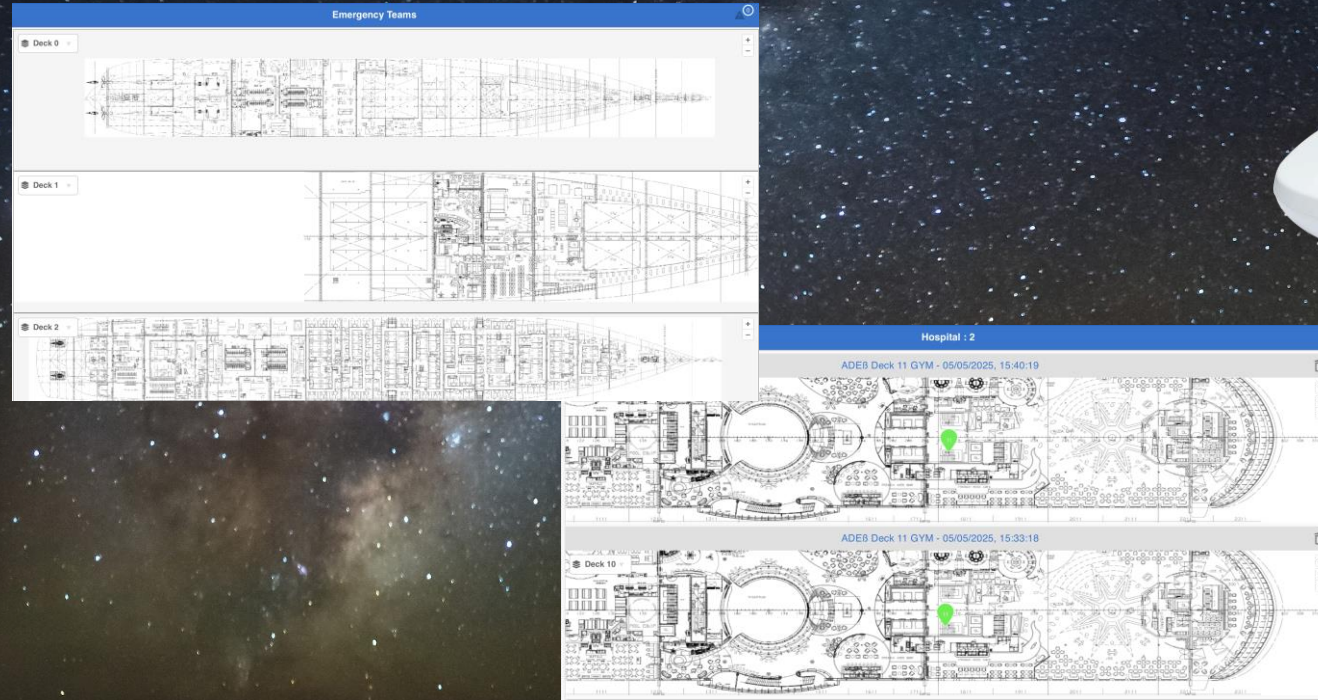
Description

OpenRoaming allows our guests to automatically and securely connect their wireless devices to the ship network across our fleet. This seamless and secure access to Wi-Fi eliminates the need to enter passwords. In addition, we have improved crew safety by automatically detecting when individuals enter restricted areas (eg. CO2 mustering in engine area).

Open Roaming:

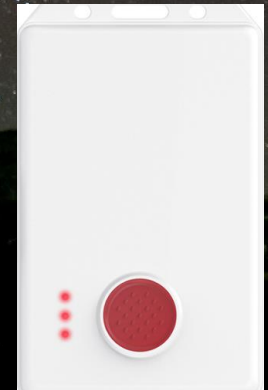


CO2-Mustering:



Benefits for

- Improved guest satisfaction scores due to seamless digital experience
- Increased onboard revenue
- Reduced costs: queue reduction at the reception
- Enhanced security and safety



Smart Offices



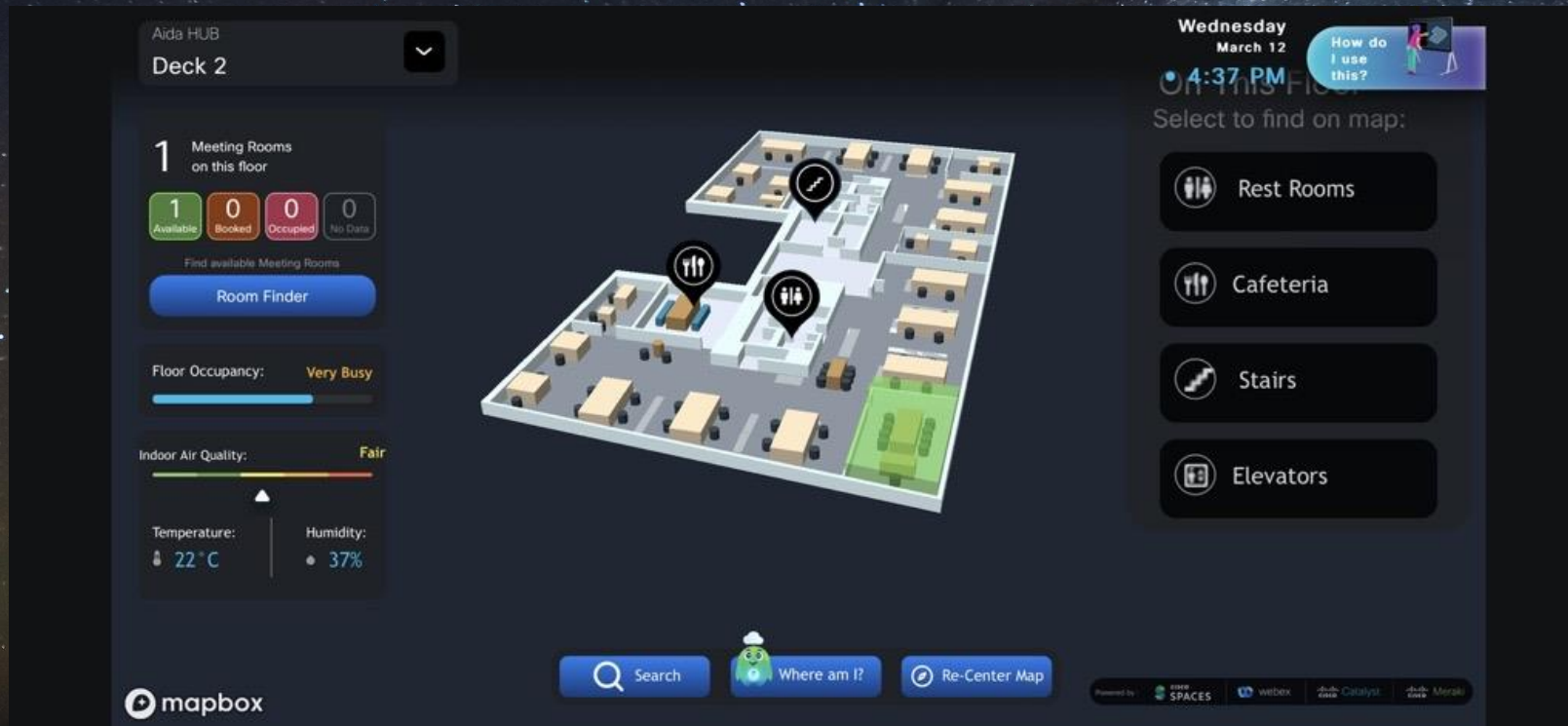
Description

With Cisco Spaces, we transformed our traditional workspaces into dynamic, connected ecosystem by leveraging location-based services. It enables real-time occupancy monitoring, environmental tracking and seamless WiFi onboarding, creating a safe, smart and efficient workplace environment



Benefits for

- Optimize space utilization
- Increasing sustainability through optimized energy use
- Enhance productivity
- Streamline operations



AIDAqube – Simulating Ship at the Shoreside



Description

AIDAqube is a cutting-edge technology incubator designed to drive innovation by providing a dedicated environment for testing and demonstrating new technologies. This multi-dimensional platform fosters cross-functional collaboration between business and IT teams, ensuring a holistic and strategic approach to technological advancements.



Benefits for

- User Experience Exploration
- Testing & Automation
- Zero Down time delivery
- Innovation Sandbox



AIDAqube

Perspectives

Strategic

The cube-shaped structure of the AIDAqube allows the team to take a holistic, strategic view on technology considering the organization's long-term goals and the evolving technology landscape

Collaborative

The AIDAqube fosters the cross-functional collaboration on applying technology, as it serves as platform for business and IT teams



Operational

Each face of the cube represents a specific operational component of technology environment, enabling the teams to deeply understand the interdependencies and optimize the day-to-day functioning of the eco-system

Innovative

The cube-based approach building a test platform for innovation as well as deployment encourages the teams to think outside the box, exploring new technologies and methodologies to enhance the organization's technology capabilities

AIDAqube Embarkation Area



In our cabin we are simulating the real Onboard experience



Our Data Center is the heart of AIDAqube



What's next for AIDA and Cisco?

What's next for AIDA and Cisco?



01 Security:

- POV/EFT with **Cisco Nexus Smart (DPU) Switches** and **Hypershield** and **Cisco Secure Workload** for segmentation
- NAC: **Cisco ISE** for profiling

02 Observability:

- **ThousandEyes** to proactively optimize network performance to ensure seamless digital experience
- **Splunk** for end-to-end monitoring

03 Next-Gen Sustainable Ship Build:

- **Fault Managed Power + PoE** to power lighting, HVAC, shades, refrigerators, etc.; reduce costs

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