

CASE STUDY: NATIONAL SPORTS LEAGUE

VERINEXT BUILDS REDUNDANCY AND IMPROVES STADIUM CARRIER INFRASTRUCTURE

ABOUT THE CUSTOMER

A national sports organization encompassing multiple teams, the professional league spans the United States.

THE CHALLENGE

Design and deliver a redundant, fiber communications infrastructure for multiple stadiums and other key sites across the United States.

Professional sports games are a real time experience, for the excited fans and for the thousands of people who help communicate the play-by-play, 'instant reviews' and announcement of decisions. In an average game more than a dozen penalties can be assessed and reviewed. Multiply that by dozens of teams playing over a busy week in the season and the opportunities for communication issues are plentiful.

A national sports league knew it had to upgrade its communications infrastructure as the process for handling penalties and reviews would potentially include off-the-field communication that had to seamlessly integrate with the real time, broadcast dynamics of each game. A critical need, to ensure this seamless flow of information, was to have a fiber-based redundant architecture, with two geographically diverse and redundant carriers. If one went down, the back-and-forth flow of news from the field would continue, uninterrupted.

It was a big challenge, encompassing all the stadiums in the U.S., plus the team facilities. A comprehensive architecture needed to be designed, with the goal of redundancy in each stadium and designated facility.

To meet this challenge, the sports league turned to Verinext for its unique end-to-end expertise in communications and networking infrastructure design, contact center support and ongoing managed services.

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Verinext really is an end-to-end solution provider. After deployment we stay with you to manage the service, validate results and ensure your objectives are met.

- SPORTS LEAGUE
IMPLEMENTATION
TEAM LEAD

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THE SOLUTION

Verinext developed and deployed a unified communications infrastructure to accommodate redundancy at each sports stadium.

To create a true redundant communications structure Verinext first had to ensure that carriers like AT&T and CenturyLink were not on a common path or going back to the same physical colocation center, known as a 'carrier hotel.' Their switching centers and location had to be separate. That would prevent both systems from going down should fiber linking the center to telecommunications be cut accidentally. The goal was akin to lanes on two different highways running at the same time but independent of one another.

Further architecting also meant examining stadium-to-stadium risks for communications issues. Verinext researched whether there were common points from stadiums in two different cities, in which an outage would affect both stadiums. Any issues were identified and corrected.

As the deployment rolled out, Verinext's highly regarded contact center went into action, fielding issue calls and expeditiously resolving the issues.

Verinext, known for its unique, end-to-end approach to help its customers, did more than architect the solution. It conducted the price validation for the project, negotiated contracts, rolled it out with the carriers, then went back and validated the deployment.

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Verinext is the trusted first call. Our customers know our contact center will handle any issue that arises, and see that it is resolved quickly with absolute minimum disruption.

**- SPORTS LEAGUE
IMPLEMENTATION
TEAM LEAD**

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SUCCESS HIGHLIGHTS

- ✓ **Complete, redundant infrastructure deployment for reliable communication.**
- ✓ **National footprint to ensure sports fans and league professionals have real-time communication with backup.**
- ✓ **Expert contract and pricing negotiation support.**

THE RESULTS

The national sports league upgraded its coast-to-coast infrastructure and further ensured seamless communication during critical events.

The communications infrastructure of the national sports league today is at its best level of performance, with redundancy backup should one segment of a fiber installation fail. As future major events take place, league and team professionals know they have a structure in place that is reliable to support real-time communication.

Verinext designed and delivered a solution that matched expectations and will enable enjoyment of popular sports games in the present and future.