

Partnership delivers seamless Wi-Fi coverage at CrossFit Games

In spite of unusual obstacles

Sometimes deploying a quality Wi-Fi solution means tackling unusual obstacles, such as working around Clydesdales and cows in the venue. Luckily, between the expertise of IT solution providers R2 Unified Technology (R2UT) and Managed Business Communications, delivering the expansive Wi-Fi solution needed to support the CrossFit Games in Madison, Wis., wasn't derailed by those challenges.

Jamie Doherty, president of R2UT, a solution provider based in south Florida, knew the timing and location of the games presented problems as soon as his team arrived for a site survey. First, the setting was large—11 different venues across the Alliant Energy Center campus in Madison. The event itself was pancaked between other events, many of which included livestock, limiting access to the venues. Lastly, an outdoor environment slowed the timeline for deploying the cabling and networking necessary to support the Wi-Fi grid that would support data feeds and multimedia coverage at the six-day event.

“This was a large, labor-intensive project, with work spread throughout vendor and athlete pavilions, an outdoor stadium, an obstacle course, a coliseum and more. We knew right away that the only way to do this project was to find a partner,” says Doherty. “I went directly to Trust X Alliance and asked for help because I knew, inherently, whomever I found through the community was someone I could trust.” It didn't take long

for a partner from Trust X, a technology industry peer-to-peer community, to respond. Anthony Rivers, VP of sales and business development for New Jersey-based cabling experts Managed Business Communications, reached out to Doherty and the two clicked.

All the work had to be scheduled and completed around Clydesdales and cows present during the setup window.

With the background information about the event, venues, and needs supplied by R2UT, the Managed Business Communications team went to work. “We were hands-off for a month while Anthony's team worked, and then we got a full report on what they did—everything you'd give a customer, but they gave us that level of report, which is unheard of,” recalls Doherty. R2UT's team followed up the cabling work by installing more than 75 access points and 17 switches.

All the work had to be scheduled and completed around other events using the venue, such as a Budweiser Clydesdales performance and a massive dairy expo that were both hosted during the setup window. Managed Business Communications also had to work around



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Jamie Doherty, President, R2UT

sand, massive all-terrain lifts, and water. “They were hosing the areas down regularly, so everything we were working with had to be waterproof. That only made it more complicated,” explains Rivers.

Adding to the layers of complexity, R2UT landed the contract less than 90 days out from the games. “Anthony’s team had about six weeks to get the cabling done, but they could only work certain days and certain times,” says Doherty. “Once they were done, we had about 10 days to stand up the network, which operated for six days. Then we had two days to tear down because the next event was following right on our heels.” Adding to the pressure, Doherty’s team had signed a two-year contract contingent on year one going smoothly.

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With all these moving parts, Doherty says his team had no choice but partnering, and using a Trust X member made that go smoothly from the start. “We could have done it ourselves, or bid out the partnership, but it isn’t likely we’d have gotten the project done on time. With this partnership, I knew Anthony would bring the same level of commitment as my team did, so I didn’t worry.”

For Managed Business Communications, the project with Doherty and R2UT turned out so well because of good communications. “We handle a lot of cabling projects within Trust X, but not usually of this magnitude. This one worked out well because Jamie’s team really did their homework and got us all the details going in. That makes all the difference.”

Doherty says the two teams will work together again on next year’s event and is steadfast in his belief that winning the contract renewal was a team effort. “We couldn’t have done this without Anthony’s group, and we couldn’t have asked for a better partner.”

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