

WBL Services Selects RCN Business For The “Big Game”

RCN Business provides complete fiber connectivity solution in short timeframe

CUSTOMER BACKGROUND

WBL Services provides telecommunications products, technology services and support structure for network providers. The company has earned a solid reputation for providing trustworthy networks and superb customer care – particularly in the area of trade shows, conferences and special events. The key to WBL's success has been its close relationships with major technology and telecommunications companies to ensure the delivery of sound strategies and solutions.

Whether it's a playoff game, an international tradeshow or a sales conference, WBL provides creative solutions and top-notch service, supporting nearly 180 events per year worldwide – from a simple telephone line to intricate network designs for true “Plug and Play” solutions and Hot Spot connections throughout a facility or venue.

THE CHALLENGE

In advance of this year's Big Game in New York City, WBL began its search for a communications provider to deploy fiber connectivity between MetLife Stadium (the home of the Big Game) and two other main locations; as well as connectivity to other key locations in the New York tri-state area. All locations needed to connect to the Media Center's communications hub to transport data throughout the area – ensuring the seamless delivery of high-quality programming and entertainment options during the week-long lead-up to the game.

As part of its RFP process, WBL interviewed telecommunications providers for more than a year. Due to the nature of the live sporting event, logistics were not finalized until approximately 60 days before the Big Game. Once the event was confirmed, WBL selected RCN Business as its Big Game communications partner because of RCN's flexibility, reliability and network know-how, particularly in the New York City metro market.

As with other RCN markets, RCN Business is among the most fiber-rich carriers in New York and is a true partner for companies like WBL that need to work closely with key decision-makers within tight timeframes. Customer service was also a key selling point, as WBL closely collaborated with a strategic technical group from RCN Business.

In addition, since this was the first time the Big Game was to be hosted in New York City, the fiber infrastructure had to be built from scratch, with little time for error. This short time frame included pulling fiber into otherwise ‘unlit’ areas within a two-week window. With the clock ticking and game day only weeks away, RCN Business had to move quickly in order to deploy fiber and provision its services.

“We had two weeks to put together all the contingency plans and logistics. RCN Business really stepped up to the plate and was a great partner throughout the entire process. They were a savior for Internet, voice and video services and were able to provide solutions no other communications provider could do in such a short timeframe.”

Bill Lipscomb

Senior Principal, WBL Services



THE SOLUTION

"It always starts with solid planning and design. Our detailed level of planning included designing fiber constructs and routes, even pulling fiber through manholes just weeks in advance of the Big Game," stated Bruce Abbott, Vice President and General Manager of RCN New York City. "To satisfy this requirement, we placed our own trailers on top of, or in front of, the manholes we determined to be important, and then we threaded the fiber through."

Abbott also noted that because of the Big Apple's annual New Year's Eve celebration, which is close to the airing of the Big Game, there was little time to pre-plan and pull fiber ahead of the event. However, pulling fiber was only the first step. RCN and WBL had to ensure the necessary infrastructure and equipment was in place to support high-definition video feeds.

"As this was the Big Game, millions of Americans were tuning in to watch the play-by-play action," explained Abbott. "We also transmitted video directly off trailers, including live feeds of fans kicking faux field goals." Events associated with the Big Game included activities such as participatory games, displays, entertainment attractions, kids' football clinics and more.

WBL also provided the Big Game's IT back office with help from RCN Business, adding support before, during and after the event.

"When you begin to take stock of an event this size and the first of its kind for New York City, our network and our team achieved something both rare and extraordinary," said Abbott. "What would have been a real challenge for the city to pull off in years past was an event for which we laid the pipes, the fiber and the infrastructure that further define New York City as a world-class digital city."

THE RESULTS

"We are proud to contribute to the infrastructure for New Jersey and New York City's Big Game with our fiber and data solutions," said Abbott. "Our partnership with WBL Services showcases our ability to deliver communications services to national and global companies that require prompt, efficient and trouble-free services, so that companies like WBL can focus on supporting their clients without worrying about their network capacity, security or reliability."

RCN Business was able to design and implement its services for WBL in 30 days. RCN completed all of the required work both seamlessly and efficiently. This included voice, data, Internet access and video packages, all of which were critical to support the radio stations, events and broadcasts before and during the event. And because this was the first time the Big Game was in New York City, this installation, and the related infrastructure, were all built from scratch delivering capacity of up to 1.5 Gbps in multiple locations.

WBL Services needed a partner that was flexible and could quickly provide a strong telecommunications infrastructure that was safe, secure and reliable. RCN Business met the complex requirements and tight deadlines for this global sporting event, further cementing the company's status as a trusted partner for large-scale events such as the Big Game.

About RCN Business

RCN Business Service provides industry-leading high-speed Internet, voice, video and network solutions to businesses of all sizes. Delivered through a wholly-owned, state-of-the-art fiber-rich network and supported by 100% U.S.-based customer service, RCN Business serves businesses in Boston, Chicago, Lehigh Valley (PA), New York City, Philadelphia and Washington, D.C. RCN Business received the Metro Ethernet Forum's CE 2.0 certification in the E-Line, E-LAN and E-Access categories in 2014.