

Eight Networks, Eight Cities, Eight Races – Taking the Tour of Britain Online



“Wi-Fi is extremely important to us because we operate a complex logistical operation- we are organising an event which is dynamic, on the road, taking place across the country side in different towns and cities every day; it’s crucial that we remain connected.”

- ALASTAIR GRANT,
COMMERCIAL
DIRECTOR
SWEETSPOT AND
TOUR OF BRITAIN
ORGANISER

IN TODAY’S CONNECTED SOCIETY, CONSUMERS ARE INCREASINGLY ACCUSTOMED TO sharing moments from their lives online instantly. This is particularly true for public events, where users expect to access social media to upload images and share live updates with their friends and family.

For the Tour of Britain, the UK’s largest professional cycling race, Wi-Fi access would not only connect the event with a global audience, but also ensure seamless communications between event staff and service vehicles.

Challenge

TAKING THE TOUR OF BRITAIN ONLINE IS NO EASY FEAT. IT PRESENTS THE SIGNIFICANT logistical challenge of requiring the installation of eight networks in eight different cities, in eight consecutive days. Furthermore, the equipment must be weather-resistant, robust, able to be easily and quickly installed in time for each new finish line, and able to cope with the heavy Internet traffic the event would bring.

KBR has undertaken the challenge of connecting the Tour of Britain for the past four years, selecting the equipment to negotiate these demands.

Solution

KBR PARTNERED WITH CAMBIUM Networks, selecting cnPilot™ e500 outdoor access points for the multi-network system. Launched last year, the e500 access points use the high-speed 802.11ac wireless networking standard, which enables faster meshing and high throughput, streamlining network management and configuration.



Over a dozen of Cambium Networks’ e500 outdoor access points were installed at each finish line of the race. The APs were meshed together quickly and efficiently, and deployed using a singular cable – ensuring a rapid, cost-effective and environmentally friendly installation.

The cnPilot solution includes cnMaestro cloud-based network management system, which eliminates the need for a central Wi-Fi controller – preventing any single point of failure and ensuring that the network can handle the potential user density of several thousand simultaneously. cnMaestro’s other powerful features include zero touch onboarding, inventory tracking, monitoring, mass configuration and upgrade, troubleshooting, and hierarchical device organisation.

“The Tour of Britain is a large and prestigious event that attracts visitors across the UK and worldwide. This solution provides everyone at the finish line with access to the internet, ensuring spectators can update their social media, the media can file stories and photos, and the event staff can carry out their duties without worrying about whether the Wi-Fi will let them down.”

- DAN MCCARTHY, UK SALES MANAGER FOR THE UK, IRELAND AND NORDICS AT CAMBIUM NETWORKS



Results

ALL EIGHT NETWORKS DEPLOYED ON SCHEDULE, WITH THE EQUIPMENT PROVIDED BY CAMBIUM NETWORKS integrating seamlessly into KBR’s operation. Once installed, the access points provided unparalleled Wi-Fi performance in each city, meeting the high demands of spectators, event staff and service vehicles, even in adverse weather conditions.

“The Wi-Fi has been very strong, we are utilizing it in the media centre, for our own staff purposes and for the public provision of Wi-Fi.”

- ALASTAIR GRANT, COMMERCIAL DIRECTOR SWEETSPOT AND TOUR OF BRITAIN ORGANISER

As a result of cnMaestro, KBR was able to view network traffic in real time, verifying good connection and ample delivery of bandwidth for the duration of the event.

“We have used the Cambium Networks brand for many years now because they offer a great Wi-Fi product. We have used their products at the Tour of Britain because they are easy to install, they mesh, they are lightweight, they cover a great range and they provide the high-density Wi-Fi that is required at events such as this.”

- GARETH TOMLIN, TECHNICAL DIRECTOR, KBR WIFI