



Friday Night Lights

INTRODUCTION

The Atlanta Falcons needed the quick, flexible installation capabilities of One Ring's privately owned network to service the NFL team's annual community event, Friday Night Lights, a scrimmage game held each year at a different local high school. In 2013, the chosen high school hosting the event did not have the Internet capabilities to support the Falcons' needs for high bandwidth and a secure connection to update their site with live videos and photos from the event.

The Atlanta Falcons multimedia producer, Matt Moore, knew the project required a flexible provider like One Ring along with bandwidth large enough to support the Tier 1 service needs they were accustomed to on a private network.

When the NFL Team's production crew evaluated the local Atlanta high school that would be hosting the event, it was immediately determined that the crews' portable connectivity devices would not be enough for live, on-site updates to the Falcons' website. Additionally, the Falcons needed a private network to power its highly critical site upgrades and maintain a highly secure connection throughout the scrimmage event.

The Challenges

A temporary, secure, high-speed internet connection

The Solution

One Ring Networks 100 mbps x 100 mbps fixed wireless

The Results

A reliable connection facilitating a successful livestreamed event





THE GAME PLAN.

One Ring's engineering team came to the Falcons' rescue with a customized build out for a 100Mbps high-speed wireless solution. Security was never a concern because One Ring owns its own network, allowing the NFL team to conduct necessary operations with complete reliability on One Ring's fully monitored network. Moreover, the project was installed within just a week's time!

With its wide-range network, One Ring is able to serve customers at outdoor or off-site events that formerly did not qualify for fiber service with the ILEC. For added dependability, the carrier offers fiber and fixed wireless network bundles, which include two diverse paths built out completely independent from one another, providing superfast connectivity that is easily scalable.

"FOR ANY SIMILAR OFF-SITE EVENTS, WE'LL DEFINITELY BE USING ONE RING'S SECURE CONNECTIVITY. AS FAR AS VENDORS GO, WE DID NOT EVEN CONSIDER ANY OTHERS BECAUSE ONE RING IS THE ONLY CARRIER IN THE AREA THAT CAN PUT A LINE IN QUICKLY WITH THE DATA CAPABILITIES WE NEED. THE CUSTOMER SERVICE TEAM REALLY STOOD OUT TO US AS WELL, THEY WERE FANTASTIC AND SO PLEASANT TO WORK WITH."

MATT MOORE

After the initial visit to the local high school site location, One Ring's fiber build out was completed well before the event. Additionally, the carrier's fully monitored network allowed the Falcons' production team to maintain the ultimate "fan experience" online with live updates, video streams and real-time fan interaction through social networks and message boards





THE FINAL SCORE

One Ring's high-bandwidth solution and quick installation provide the Atlanta Falcons the secure connection it needs while on location at decentralized events, like Friday Night Lights, throughout the community. One Ring remains the go-to carrier for entertainment organizations looking to maintain secure connections with scalable bandwidth.

Pleased with One Ring's personalized customer service and thrilled with its high-speed Internet connection, the Falcons no longer look at other outside vendors when service is needed for short term, off-site events. After a successful sixth-annual Friday Night Lights with connectivity fully powered by One Ring, the sports team now considers the carrier its preferred vendor for service at events held at restricted locations.



"IT'S GREAT TO HAVE A RELATIONSHIP WITH A VENDOR SUCH AS ONE RING THAT NOT ONLY UNDERSTANDS OUR ESSENTIAL REQUIREMENTS, BUT MAINTAINS A SENSE OF FLEXIBILITY SO THAT WE ARE ABLE TO BRING REAL FAN EXPERIENCES INTO THE COMMUNITY."

MATT MOORE

GIVE US A CALL TODAY AT 1-855-ONE-RING OR EMAIL SALES@ONERINGNETWORKS.COM

One Ring Networks is a preferred carrier that powers today's business connections in the Atlanta and Dallas-Fort Worth markets. With innovative managed services and quick installation, One Ring Networks provides small, mid-sized and enterprise organizations with a faster, more reliable Internet connection.

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