



WIRED BROADCAST • CLIENT STORIES SERIES

Reliable mobile POS for 50,000 concert-goers comes online in hours

Indigo Technology Services in Warrington, UK, provides network engineering and project management services to a wide range of clients. A key part of Indigo's business is the provision of IT services to customers that need guest Wi-Fi, CCTV, Voice-over-IP (VoIP), and third-party connectivity for ATMs and point-of-sale (POS), for live events. One of Indigo's customers is global media giant Live Nation Entertainment/Ticketmaster, producer of festivals and events as well as concerts for names like U2 and Taylor Swift.



Challenge

At a major music festival, a fixed-line provider drops the ball at the eleventh hour. Indigo Technology Services doesn't miss a beat and delivers on its promises to Live Nation/Ticketmaster, with help from Wired Broadcast.

In 2016, Indigo and client Jamie Wilson, senior network specialist at Live Nation, contacted Wired Broadcast about a large festival with a campus-style network. The site had multiple 4G, DSL, and satellite links designated for use as backups only, but when the ISP failed to deliver the primary connection as scheduled, Indigo and Live Nation needed an alternative at short notice.

The stakes were high. When POS service for thousands of people is in jeopardy, so are millions of pounds in revenue. At a large event, lack of connectivity for even five minutes during a crucial period can mean £100,000 or more in lost revenue.



Solution

Wired Broadcast was chosen to provide a solution for Live Nation events managed by Indigo. With the event date imminent, the Wired Broadcast team immediately swung into action. They quickly configured and set up a multi-WAN router, supporting Indigo's implementation both on site and remotely. By combining six 4G connections using a multi-WAN solution, Indigo leveraged the links available to provide a reliable Internet connection. When fixed lines were delivered eventually, they replaced some of the 4G connections with fixed lines via microwave.

From that moment, Wired Broadcast's connectivity solutions became a standard part of Indigo's event IT services for customers like Live Nation. At very large events, Indigo uses the Wired Broadcast solution to provide a portion of on-site connectivity. Indigo typically uses multi-WAN routers in rapid deployment to provide connectivity for pre-event setup and mobile POS, and as a backup for fixed-line services.

For Indigo, a key benefit of the Wired Broadcast solution is the ability to adapt to conditions at virtually any event location, using the available links. "We now have options for our links, whether it be 4G/3G, DSL,

broadband, FTTC, dedicated fibre, or satellite," says Stephen Johansen, Indigo's managing director. "Any of these links can be combined to create reliable Internet complete with public IP address space, and we can then distribute Internet on our sites."

Indigo has further flexibility in determining how to handle the diverse types of traffic at events, thanks to quality-of-service (QoS) configuration options. For example, POS data and VoIP traffic may be sent over low-latency links, while data that is not time-sensitive, such as attendee selfies being posted on Facebook, may be sent over lower-quality links. In addition, the solution enables reliable communication with emergency services, so the production meets health and safety requirements.

Reliance on DSL still represents a single point of failure, so even at locations with a fixed line, Indigo uses the Wired Broadcast solution as a backup. "Without a reliable connection, you can't sell tickets, and that's a massive problem for our customers," says Johansen. At O2 theatre venues in London, for example, a DSL link proved to be unreliable, so as a backup, Indigo installed a multi-WAN router using 4G connections from diverse carriers for increased reliability.

Wired Broadcast has expertly adapted the solution to meet Indigo's unique needs, at one point creating a virtual fourth channel in a 3-modem router to address failover in a more robust way. "The professionalism of Wired Broadcast means they always deal with issues promptly. Being an expert in media and broadcast, they clearly understand our needs and the requirement to act quickly."

Most important to Johansen and his team is Indigo's ability to deliver on its promises to customers. "We can resolve long-term issues for clients with limited budgets or with planning permission challenges. With Wired Broadcast, even when services providers fail us, Indigo can still deliver."

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Results

For Indigo, establishing reliable Internet at event locations is smooth sailing now, which enables it to focus on other parts of service delivery. As Johansen says, “With remote support from Wired Broadcast, we spend very little time on setup.”

Johansen is pleased to report that the work Indigo has done with the help of Wired Broadcast has motivated one of its key customers to more than double the number of events it contracts to Indigo. Indigo has since used the agile connectivity solution at major events like the 2019 Download Festival and the 2018 Wireless Festival. Indigo also included the multi-WAN solution in its IT solution set for a 2018 series of events at stately homes. Some of these homes are designated as castles and are elegant symbols of a bygone era (think *Downton Abbey*). Each event is held in a field on the property, with the grand home providing a dramatic backdrop. Wired Broadcast’s multi-WAN solution enables Indigo

to leverage all links available at each remote site. “We always use the multi-WAN kit in areas where we need rapid deployment,” Johansen says.

Unlike events-only companies, Indigo has a diversified business, of which events comprise only a portion. The events business is largely seasonal, and many events-only companies charge steep prices to smooth revenue gaps in the off season. With a diversified business model and the support of Wired Broadcast, Johansen says Indigo can charge attractive rates for a superior service. “We’ve strengthened Indigo’s business in the events industry and overall.”

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About Wired Broadcast Wired Broadcast is an international provider of agile connectivity for mission-critical applications and a trusted provider of end-to-end broadcast and live event facilities and services. Since 1992, we have served hundreds of influential clients in broadcasting (BBC), construction (RG Group), banking (Royal Bank of Scotland), live events (Live Nation Entertainment), defence, and more.

We manufacture Mediaport® multi-WAN solutions and distribute related products. Our wide range of multi-WAN solutions provides reliable connectivity for mission-critical applications in fields as diverse as security, law enforcement, the military, construction, education, live streaming, and of course, TV and radio.

To learn more about our multi-WAN solutions for remote broadcasts and live events, contact us at sales@wiredbroadcast.com or give us a call at +44 20 3376 7710.

