GGR COMMUNICATIONS

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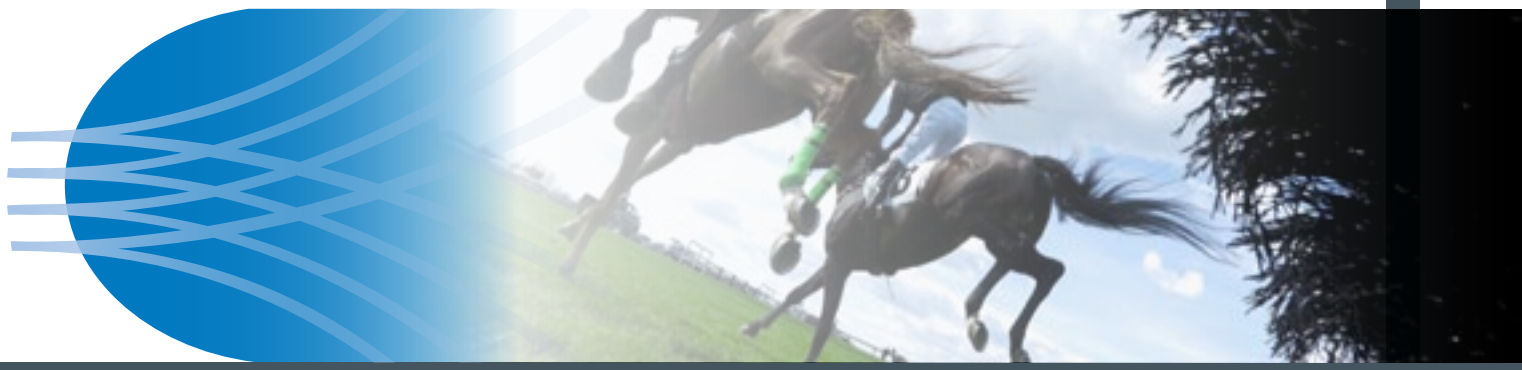
Case Study: Cheltenham Festival

The Ultimate BYOD Event



The number of users with Wi-Fi-enabled devices now competing for airtime in open/public access venues continues to grow at an exponential rate. In addition we see not only an increased use of wireless from the business users themselves, but also the same explosion of use by third parties on or around a site and now on more devices than ever before.

With over 230,000 spectators attending over the four days, the wireless network is an imperative part of Cheltenham Festival, with thousands of users entering the wireless airspace. Users such as the press, ticketing and scanning systems as well as security and police, rely on the wireless network for the event to run seamlessly. However due to the nature of the event, it's not just the wireless users on the network managed by JCR that enters the wireless airspace. Other users, such as other 2.4G spectrum users, neighbouring businesses and on course bookmakers, enter the wireless airspace, causing major interference. This results in the airspace becoming saturated with multiple users which affects the performance quite dramatically.

As each Access Point has to be configured and monitored separately JCR found it difficult to monitor the wireless airspace and identify and block rogue access points. As a result they were looking for a detailed monitoring solution, so they could get their wireless network to perform better.

To resolve this issue, GGR recommended deploying a pair of Cisco Wireless LAN Controllers (WLC) on the network and migrate all Cisco Wireless Access Points to operate in 'lightweight mode'. This solution would allow total management of the wireless network, moving the intelligence away from single Access Points to a central controller, providing a complete view of the wireless airspace coverage. The new solution also included wireless intrusion prevention system capabilities which meant when the Wireless LAN Controller detects a rogue AP it is able to block the source. This resulted in blocking over 180 rogue access points during the event, further strengthening the performance of their wireless network.

The Cisco WLC provided the racecourse with increased visibility, scalability, and reliability which an event of this size needs to build highly secure, enterprise-scale wireless network. The outcome of installing this solution meant that there was no loss of wireless service during the event and JCR could confidently and securely allow multiple devices and users onto their network.

The Jockey Club

Jockey Club Racecourses owns and operates 14 racecourses in the UK, staging some of the highest quality racing in the country. Today, operating under a modern corporate structure, The Jockey Club leads the investment and innovation in British racing, as the largest commercial group in the sport.

Cheltenham Festival

Climax of the Jump Racing Season

Biggest Week of Horseracing

Over 230,000 spectators over the four days

Over 5,000 staff for the festival

27 races with over £150 million in bets placed

T: +44 1905 825900
F: +44 1905 825901
E: sales@ggr.net
W: www.ggr.net

DE SALIS HOUSE DE SALIS DRIVE
HAMPTON LOVETT IND ESTATE
DROITWICH WORCESTERSHIRE
WR9 0QE UNITED KINGDOM

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WiFi - The Ultimate BYOD Enabler

Allowing your employees to access business critical applications anywhere, anytime and from any device

In the past, IT typically provided network resources only to corporate-managed PCs, such as laptops and desktops. Today, employees are requiring access from both corporate managed and unmanaged devices. This rapid proliferation of mobile devices presents an enormous challenge to IT departments seeking to enforce security policies. Users want to use the device they want and access information from anywhere.

What is Bring Your Own Device?

In the consumerization of IT, BYOD is a phrase that has become widely adopted to refer to employees who bring their own computing devices such as smartphones and laptops, to the workplace for use and connectivity on the corporate network. However, BYOD is more than just shifting ownership of the device to the employee. It has many complex and hidden implications for which a strategy needs to be defined in advance of implementation.

Why implement Wireless to Enable BYOD?

The top contributors to network performance problems are often client devices and this puts many businesses off deploying a wireless network as part of their BYOD policy. However, with new technology advances, wireless is the ultimate BYOD enabler, allowing employees and guests to access the corporate network whilst being able to easily roam around the office accessing business critical applications anywhere, anytime and from any device. The main resolution to this is that the business considers controlling the wireless airspace, providing a single unified wireless network which maximises security and offers a reliable network.

How to Ensure Quality of Service with Airspace Management and Control

Previously wireless surveys included looking at each autonomous access point, identifying signal strength and establishing AP positioning and channel allocation based upon a snapshot of the environment at the time of the survey. However the new deployment model provides a comprehensive approach to effectively design, manage, and control the entire wireless airspace. This new deployment model moves intelligence away from individual AP's to a central controller providing a complete view of the wireless airspace.

The centralised controller can now constantly re-assess these survey results and take action as and when required to adjust the network and respond to external influences. Now wireless can manage itself to respond to outside changes, providing a more reliable, scalable and visible wireless solution for a business. This enables BYOD policies to be implemented securely and reliably, allowing IT departments to have an entire view of the corporate wireless airspace, closely monitoring the devices accessing the network.

What are the benefits?

- Increased Productivity
- Innovation
- Increased Mobility
- Collaborative environments
- Employee Satisfaction
- Simplified Infrastrucure
- Reduction in end-user device management
- Competitive Advantage

Wireless LAN Controller features include:

- Management and Monitoring
- Software Upgrades
- Wireless Guest Access
- RF Provisioning and Planning
- Voice/Real Time Traffic
- Load Balancing/Efficient Usage
- Fast Secure Roaming
- Continuous Wireless Coverage
- Rogue AP/Network Detewction and Mitigation

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W: www.ggr.net

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