

NAVIGATA CASE STUDY

Navigata Helps NBC Win Gold in Coverage of Vancouver Olympic Winter Games.

The Challenge

NBC Olympics needed to establish network operations in Vancouver in order to support successful broadcast coverage of the Olympic Winter Games. The goal was to build a temporary network infrastructure that would support NBC's diverse communications needs before, during and after the games.

NBC faced a number of challenges in finding a partner to provide communications services to suit their unique needs. The first challenge was finding a supplier that was open to offering a short term contract with favourable financial terms. "We understand that we might pay a small premium in exchange for a shorter contract, but we didn't want to the pricing to be outrageous," says Robert D. Kiraly, Director, Broadcast and Telecommunications Operations at NBC.

The next hurdle was implementing a communications network that could be flexible enough to accommodate the needs of the NBC operations in the months prior to the Games, but that would also support up to 3000 staffers, freelancers, and contractors at various locations during the 17-day Olympic period. Having a network that would support a quick increase in required capacity, while keeping on budget was also important.

The final requirement was to build a robust communications network with enough redundancy to ensure that nothing impacted critical operations during the games.

The Solution

The Navigata team worked collaboratively with NBC to develop a customized solution that would address their unique challenges including a short contract term without termination penalties. The first step was designing and implementing a wide area network to connect the field office in New Westminster, NBC's bureau in Downtown Vancouver and select production/logistics hotels throughout Vancouver.

NBC also placed their IP PBX, used to serve all their voice needs, in Navigata's colocation facility in the Vancouver Spencer Building. Housing mission critical equipment in a secure, climate-controlled facility with access to high-bandwidth Internet access, provided NBC with the extra redundancy they required and allowed them the flexibility to adjust and ramp up operations as they needed.

"Navigata essentially provided all the communications services 'outside the fence' required for NBC's operations at the 2010 Winter Games," states Robert Kiraly. Navigata also delivered toll-free service, adjusted Internet bandwidth as required and installed additional communications services to meet NBC's needs as they arose.

The Results

Navigata delivered a communications network that helped NBC's technical staff be flexible and adjust to the rapidly changing demands of their organization. Hosting mission critical equipment in a secure data centre provided additional redundancy as well as scalable, affordable Internet bandwidth that met their budget requirements.

"Everybody I worked with at Navigata was absolutely amazing," said Robert Kiraly, *"Whether it was help getting access to the colocation or setting up toll-free numbers, Navigata did everything we wanted, when we wanted. I can't say enough good things about their people and their ability to adapt."*

Highlights

- CORPORATE PROFILE**
 NBC Olympics owns exclusive media rights to the Olympic Games in the United States through 2012.
- THE CHALLENGE**
 NBC Olympics needed to establish a satellite office communications network to support the 3000 people required to deliver successful broadcast coverage of the Vancouver 2010 Olympic Games.
- THE SOLUTION**
 Navigata provided all communications infrastructure 'outside the fence' required to support voice and data communications for NBC Olympics workers covering the Games. Navigata's downtown data centre housed the voice over IP equipment serving the field office, NBC bureau and production/logistics hotels and provided high-bandwidth Internet connectivity to support research for NBC's coverage of the Games.
- THE RESULTS**
 NBC was able to simplify their communications infrastructure required to support their coverage of the Games while reducing communications costs and improving the flexibility of their operations. Plus, the data center provided extra redundancy during the 17-day period of the games.

"The best thing about working with Navigata was that they understood that our needs were not cookie-cutter. They didn't try to fit us into their 'business as usual' operations."

Robert D. Kiraly,
 Director, Broadcast and Telecommunications Operations, NBC Olympics