

# Rowing World Championships

## Sculling to Success



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*Jack Tan  
Connector Systems  
Business Development  
Manager.*

*When selected to provide a high-powered network infrastructure solution for the 2010 Rowing World Cup – and with only a month to complete the project – distributor Connector Systems and its partner Business Technology Group (BTG) faced a challenge of mammoth proportions.*

### Rising To The Challenge

With teams from 50 countries competing, the 2010 World Rowing Championships was the biggest international sporting event to be held in New Zealand since the 1990 Commonwealth Games. The simple brief to provide phones and wireless became a lot more complex given that the infrastructure needed to support 700-odd athletes requiring access to bandwidth-heavy applications such as YouTube and Skype, in addition to 200 journalists from around the globe requiring 24/7 access in order to file stories and upload photos. On top of a host of officials and volunteers needing a reliable network the event attracted 67,000 spectators – many from overseas and requiring wireless internet access.

Jack Tan, Connector Systems Business Development Manager, says the provision of wireless, fiber and copper cabling to deliver video, voice and data across the whole site was the initial focus of the project.

"We achieved this within tight time frames and, as the international teams headed in, more and more were added and we catered for them accordingly. We had many requests and additional add-ons leading up to the opening ceremony, which were a real challenge. Keeping a level head and calm in a pressure situation was key to our success," he says.

Tan admits language barriers with international event crews were a problem at first but says that they all soon spoke the same language when it came to technology and the requirements needed to make it all come together and work.

Shouldering the project management responsibility, Tan says there was a fine line between successful delivery of the project and failing to do so.

"We flexed our intellectual muscles, so to speak, to push the work through. The whole time we made sure we had full transparency for costs and expectations for delivery outcomes with the client."

### Making The Grade

Although no stranger to challenging environments, Duncan Dwight, BTG National Sales Manager, says the Rowing World Cup presented highly unusual requirements given the short time-frame the network had to be supplied for and the fact that most of the equipment was on loan rather than purchased.

Dwight admits the tight schedule and high profile of the event meant it was a risky project to undertake.



## What The Solution Involved:

Generic copper cabling for timing equipment

Internal/External Molex CAT6/Singlemode data cabling for Ethernet

Allied Telesis and Aspen Optics LAN switching and Fiber GBICs

Talk 2 VOIP for PABX services

Fortinet security appliances

Engineering services from BTG and Cable and Data Technologies

Telecom Voice Services

FX Networks WAN Broadband Services

50 IP phones

SIP switching

20 Layer 2 switches (providing Gigabit connectivity throughout)

Two Layer 3 switches for routing

11 Ruckus wireless access points with two controllers, Zoneflex indoor and outdoor Access Points with Management controllers  
30 Gbps internet connection from FX Networks

"With an event of this magnitude the potential we'd end up with a highly visible disaster was definitely a cause for concern," he says. However Dwight says the quality and range of skills of the BTG engineering team and his company's close relationship with Connector Systems was a huge factor in the project's success.

Dwight says BTG holds a diverse set of skills, supplemented by many years of experience in both small and large business' worldwide. And, although it required pulling resources from around the country, BTG was able to meet project targets effectively and efficiently.

"Complicated engineering elements look easy when you have the right skills. Our team's experience and expertise gives us the practical ability to build the right solutions for our clients."

### Like Attracts Like

Dwight says that BTG works with partners who have a track record in excellence, innovation and performance and says that Connector Systems is an outstanding example of how a good business partnership should work.

"Thanks to the trusted relationship we have with Connector Systems and the excellent planning and management on their part we experienced very little in the way of problems."

Connector Systems is one of New Zealand's leading distributors of world-class networking and security infrastructure, wireless communication to voice and cabling solutions and has earned its solid reputation by focusing on a few key areas, ensuring its 1000-plus reseller partners receive all the support they need.

Jack Tan, Connector Systems Business Development Manager, says that with such a tight deadline it was imperative that his company partner with a provider that could meet the challenge.

"Having worked with BTG before we knew they could deliver and that's what the event needed with such restrictions on time. Both companies have delivered projects for events before and that experience meant we could pull it off, in fact we definitely over-delivered to expectations," he says.

### Looking To the Future

For Connector Systems and BTG the international experience and exposure gained as a result of undertaking the project was priceless.

"It was said many times by both the organisers and the media that this event was the most successful ICT-wise of any international event – including the Olympics," says Tan.

With an event of this magnitude under its belt, Connector Systems definitely has an eye on major events.

Also, says Tan, Connector Systems endeavors to serve its reseller partners in any way possible to help them win projects.

"When the opportunity arises where our services are required then we'd be delighted to discuss an engagement. Our value lies in providing expertise in events requiring heavy video content delivery via the internet, catering for media and general communications to the world."

