

# STEP SUCCESS STORY

## PROVIDING ALL FORMS OF CONNECTIVITY

### Cellular-On-Wheels is Mobilized to Meet Every Demand

As official WiFi provider, STEP mobilized connectivity for the 31st Kentucky Bourbon Festival in Bardstown, KY to provide a reliable network for point of sale, media, video bloggers, public WiFi, and security.



**Client:** BOURBON FEST

**Solution:** PRIVATE LTE, CELLULAR-ON-WHEELS (COW)



**34**

Kentucky Distilleries



**50,000**

Attendees



**2.5 Acres**

of Site Coverage

### 1 Challenges:

In prior years, Bourbon Fest was an open, non-ticketed event with no technology. Coming out of COVID, the decision was made to make the Fest bigger than ever — with bourbon sales, a fenced-in perimeter with multiple point-of-sale booths, and RFID-enabled wristbands for ticketing. Vendors came prepared to sell because they knew strong cell signals and 5G connectivity would be provided for reliable transactions.

### 2 Solutions:

STEP COW was the perfect solution for big events like the Kentucky Bourbon Festival because it could be transported over the 2.5 acres of the Fest's rough terrain. It could also be left on-site to provide 5G where it was needed — when it was needed, living up to its reputation as “all COW and no bull.” The wristbands with built-in RFID technology were pre-programmed to allow for a simple scan to enter the grounds and specialty events associated with the particular plan that each attendee purchased. Two scanning terminals were deployed for entry and exit feeding to an RF500 Router Endpoint via an ethernet connection. For security, three Verkada cameras were deployed, including one streaming to a TV so Festival-goers could see themselves on camera.

### 3 Outcome:

By leveraging market-leading technologies, STEP successfully supported tens of thousands of wristbands while issuing devices for 30+ Craft Distillers who flawlessly processed thousands of POS transactions. The media teams covering the event were also able to easily upload their stories and video blogs without a hitch thanks to a separate, standalone T-Mobile 5G Sim. Festival-goers enjoyed fast reliable public WiFi on an Open Network with dedicated antennas as well.

### Why STEP?

STEP is an award-winning, nationwide IT services engineering firm known for providing cutting-edge services and solving complex IT challenges through a blend of experience and expertise. STEP is not just a vendor but a partner - ready to meet your needs promptly and efficiently.

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