

PROVIDING A BEST-IN-CLASS ON-SITE EVENT

Designing and installing wireless connectivity to enhance the Guest and Vendor experience

As the official Wi-Fi Provider of the Breeders' Cup World Championships at Keeneland Race Course in Lexington, Kentucky, STEP went beyond mobilizing connectivity to be a true technology partner – consulting on design, configuration, troubleshooting, and more.



Client: Breeders' Cup World Championships

Solution: Wireless Connections, Guest Wi-Fi Network Access, Hardware & Service Monitoring, Tech Support



45,000
Attendees per day



7,500
Guests & Vendors
in 6 Bldgs



6
Temporary Tent
Structures

1 Challenges:

In addition to serving the sheer density of 45,000 people using Wi-Fi and credit cards at the same time in a relatively small space, six temporary tent structures were created around the race track specifically for the event to house vendors of popular merchandise that required a reliable network for point of sale, and printers. There were also luxury suites selling alcohol with no POS connectivity or Wi-Fi for 7,500 Guests. A small IT staff of 2 welcomed the additional project management, modeling software and configuration structure assistance that STEP CG provided.

2 Solutions:

STEP leaned into its strategic prowess to design, configure, and install an Aruba Networks wireless solution in the temporary tent structures consisting of Aruba's high-capacity Wi-Fi 6E access points and switches. STEP also supplemented additional access points to Keeneland's existing Guest Wi-Fi network to allow patrons to better connect throughout the entire facility. All hardware and service were monitored with a custom Dashboard as part of the overall technical support leading up to and on race days. The tents had the Internet before they had power!

3 Outcome:

STEP successfully enabled the Breeders' Cup to embrace the future of horseracing as fans were able to consume wireless content and engage at the race track in new and innovative ways. Many were streaming 4K video on their phones watching other sports between races. Dashboard monitoring and alerts resulted in minor outages being repaired within 10 minutes before guests noticed. All of the vendor financial transactions for merch and bartending POS were rapidly processed across wireless. Organizers remarked that "this was the best Wi-Fi connectivity experience we've ever had."

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.