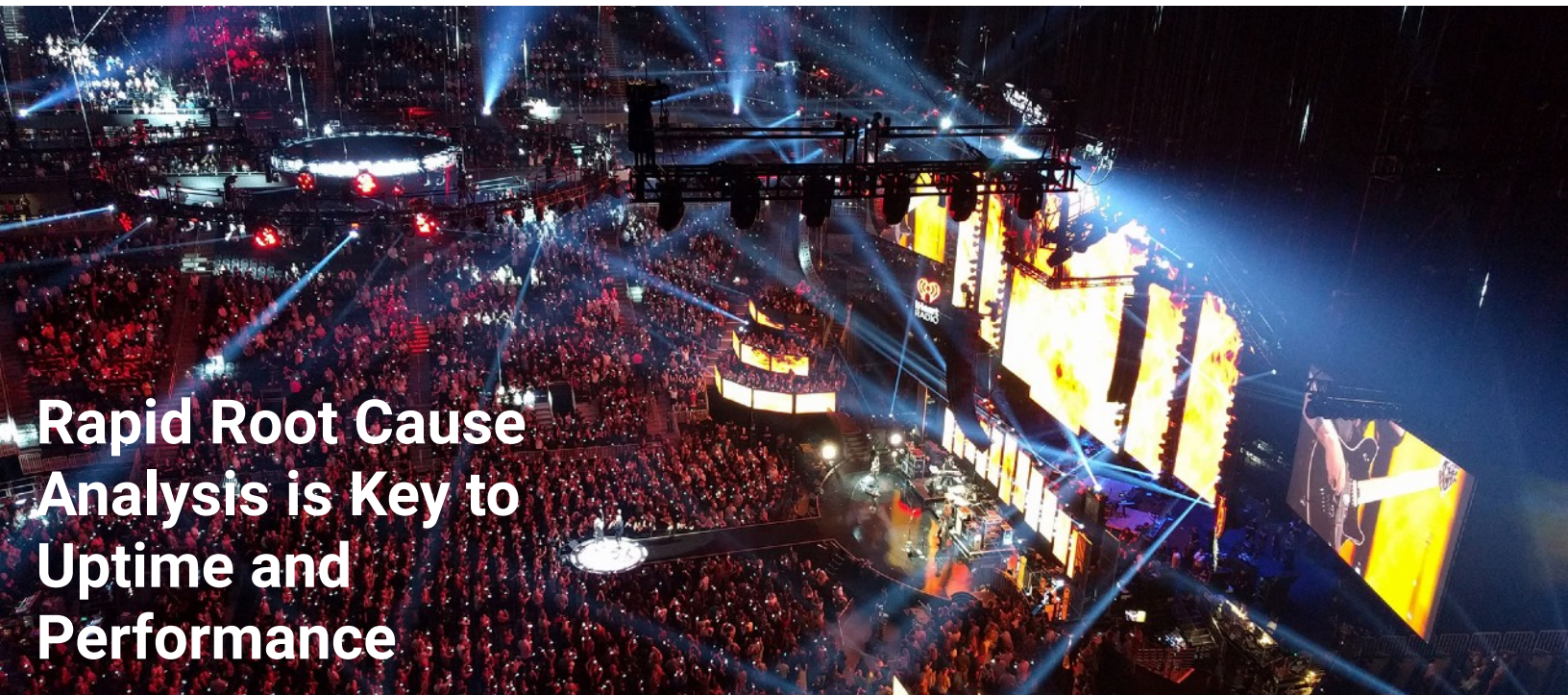

Monitoring is Strategic to Event Success



Rapid Root Cause Analysis is Key to Uptime and Performance

At a Glance

Customer: TOURtech is the industry leader in providing temporary Wi-Fi, VoIP, Internet Connection Management, and Mobile Office Solutions for music festivals, concert tours, corporate events, conferences, sporting events, and more.

Industry: Entertainment and Public Events.

Challenge: TOURtech needed a complete, real-time view for rapid root cause analysis.

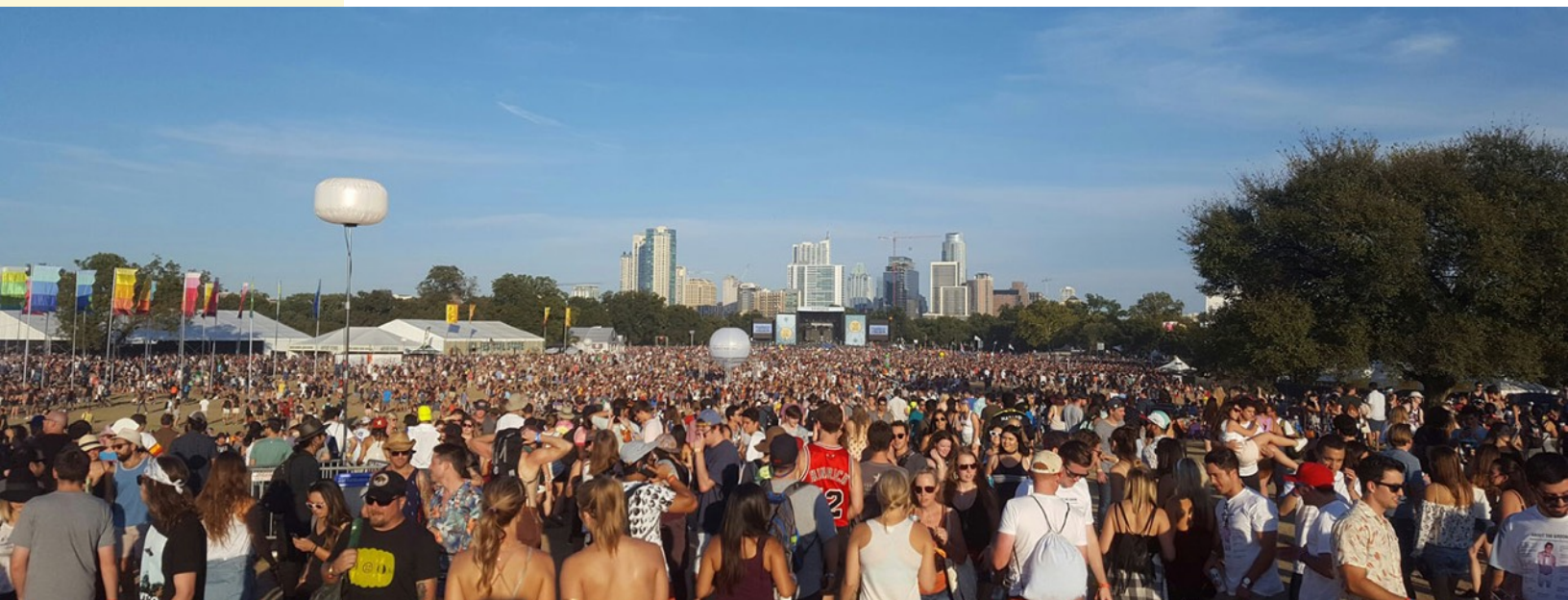
Facts:

- Under 50 employees
- 120+ events per year
- Miles of fiber
- Dozens of partners
- Uptime is critical

TOURtech

Background

Based in Raleigh, NC, TOURtech runs more than 120 events annually, including massive gatherings such as Chicago-based Lollapalooza. They continue to win business in a highly competitive market because their team delivers excellence in reliability, connectivity and safety. They build robust, complex and temporary multi-vendor networks, including WiFi and point to point, for just a few days at a time. So they have to tackle issues quickly and efficiently.



5.5 miles of Redundant Fiber for Four Days

To successfully run Lollapalooza, for example, TOURtech deployed a redundant, 5.5 mile fiber ring in Chicago's Grant Park for 400,000 attendees and dozens of vendors for four days of access for everything from critical payment systems and interactive exhibits to live-streaming of high profile Internet personalities. After completing a large event like this, they'll pack up and move on to set up a new network at their next massive gathering. TOURtech is great at what they do; they've been in charge of the network at Lollapalooza for the past 11 years.

Because uptime is critical to event success, the TOURtech team needs robust, real-time network visibility for rapid root cause analysis. Traditional approaches to network monitoring didn't give them the insight they need when they need it.

"NetBeez is key for us to stay ahead of network issues, because network availability and safety is core to our differentiation."

*Travis Banks,
Director of Technical
Operations*

Complex Networks, Short Time Frames

In many ways these short-term event networks are as complex as networks serving larger organizations and managed by larger teams. A typical major event can have 20-30 different vendors/sponsors using a variety of different applications, ranging from RFID to ticketing, streaming, point-of-sale and immersive brand experiences.

"NetBeez is key for us to stay ahead of network issues, because network availability and safety is core to our differentiation," said Travis Banks, TOURtech's Director of Technical Operations. *"Because our networks are temporary, our goal is to diagnose problems before our customers even detect them. We want them to be solved ASAP."*

"We'll see high latency times or rejected pings from a cloud or onsite server and warn clients that there is a chance they'll start having problems. That's the kind of partner we pride ourselves on being."

*Travis Banks,
Director of Technical
Operations*



TOURtech is all about exceeding expectations in highly demanding situations, not simply reacting to user complaints. Their focus on proactive detection and resolution has led to some amazing outcomes. For one recent esports event, a client was discretely offloading gameplay data to an offsite server to generate graphics. They thought they had a network issue. Soon after, they discovered an ISP a few hops away had responded to a fire threat on the west coast by accidentally misconfiguring their network.

"We dropped in NetBeez on and offsite and within a couple hours could see that the west coast was having problems reaching an east coast data center. It was during the wildfires on the west coast. We discovered an ISP had rerouted around a data center that had to be taken down. A minor misconfiguration was the problem. Without NetBeez it is very unlikely we would have discovered the problem before the event was over."

It's Usually Not the Network

As a matter of fact, the most frequent problems faced in these demanding environments have little to do with the network. While that's a good thing, it's even better that TOURtech can be a value-add partner to clients especially when their applications are center stage for a few critical days. According to Banks, the most frequent challenges faced during these hyper events are unresponsive servers (cloud-based and onsite) and 3rd or 4th party ISP routing issues.

By deploying a dispersed assortment of NetBeez sensors geographically, the team can reduce time to diagnose and fix, even when it's not the network. They get deeper insight, faster than other approaches.

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NetBeez helps TOURtech differentiate itself from other event players by allowing their small team to actively monitor their customers' most complex networks, end-to-end, with a unique focus on the user experience. Unlike passive and SNMP monitoring solutions, NetBeez can triangulate a remote problem and accelerate the root cause analysis, sometimes even resolving it before users can notice.

When network performance and uptime matters, NetBeez stands out because it delivers real-time user experience insight from multiple locations. Root causes can be identified quickly, sometimes before users and carriers even notice them.

About NetBeez

NetBeez, Inc. is a network performance monitoring company delivering a scalable monitoring solution that continuously simulates user connectivity on Ethernet and WiFi networks. Dedicated hardware sensors or software agents simulate end users and enable proactive identification and troubleshooting of complex network issues, helping to significantly reduce IT's time to resolution. For more information, visit <https://netbeez.net> or follow us on Twitter at [@NetBeez](https://twitter.com/NetBeez).

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