Building a Digital Experience for a Larger-than-Life Entertainment Facility

The challenge: Navigating the Complexities of Building a Future-Proof Digital Experience

A prominent corporation sought to establish a landmark entertainment complex defined by cutting-edge digital experiences and seamless connectivity. However, the organization faced significant hurdles from the outset. Without a dedicated IT staff or established strategy, they lacked direction in identifying, sourcing, and deploying the advanced technologies required to turn their vision into reality. The objectives were ambitious: to design a technologically sophisticated environment that could support a broad range of interactive entertainment features, facilitate robust social media engagement, and provide always-on connectivity throughout a sprawling, dynamic venue.

Compounding these issues, the project demanded the integration of multiple technology platforms—each with unique requirements and compatibility considerations—into a unified, resilient infrastructure. Ensuring high network availability, strong cybersecurity, and the scalability to accommodate future innovations were all top priorities, yet no roadmap existed to address these complexities. Facing tight deadlines, budgetary constraints, and the need for collaboration among several technology partners, the company required not only a comprehensive technical solution but also expert guidance to orchestrate every element of the transformation. The challenge was clear: to build an IT foundation from the ground up that would deliver an exceptional, future-proof digital experience and distinguish the complex as a leader in next-generation entertainment.

The solution: Transforming Vision into Digital Reality

To address the client's ambitious requirements, a comprehensive, end-to-end technology solution was designed and implemented. The approach began with the deployment of dual Active/Active Data Centers utilizing a robust Software-Defined Network and Flash Stack architecture, establishing a foundation for maximum resilience and scalability. Over 2,000 enterprise-grade wireless access points were strategically installed throughout the expansive venue, ensuring seamless, high-speed connectivity for both guests and staff over more than three million square feet.

Recognizing the need for interoperability across multiple technology platforms, the solution integrated advanced systems from industry leaders including Avaya, AVST, Cisco, Dell Technologies, Pure Storage, Ribbon, Veeam, and VMware. This ecosystem delivered reliable network performance, strong cybersecurity protocols, and the flexibility to accommodate evolving digital entertainment trends.

A phased implementation plan enabled alignment with strict deadlines and budget constraints, while also facilitating collaboration between the client's stakeholders and technology partners. Comprehensive project management and ongoing expert guidance ensured every element—from infrastructure to interactive entertainment features—was orchestrated seamlessly. Across all projects, C1's ability to provide scalable solutions while working collaboratively with Bethel's small but mighty IT team ensured success. "The scale and resources C1 offers have enabled us to punch above our weight," Bethel adds.

The result: Delivering Seamless Connectivity Across 3 million+ Sq Ft

The result was a future-proof IT environment that transformed the entertainment complex into a benchmark for next-generation venues. The comprehensive technology solution supported robust digital experiences, real-time social engagement, and always-on connectivity, ensuring that visitors could enjoy seamless interactions throughout the expansive facility. With the deployment of 2,000 enterprise-grade wireless access points, the complex achieved unparalleled connectivity over more than three million square feet, accommodating the needs of both guests and staff. This extensive coverage facilitated a wide range of interactive entertainment features and enabled continuous engagement on social media platforms.

The entertainment complex, featuring over 400 retail stores and attractions, benefited from the integration of advanced systems from industry leaders, ensuring reliable network performance and strong cybersecurity protocols. The scalable infrastructure was designed to accommodate future innovations, positioning the venue as a leader in digital entertainment. The phased implementation plan, aligned with strict deadlines and budget constraints, allowed for seamless collaboration between the client's stakeholders and technology partners. Comprehensive project management and ongoing expert guidance ensured that every element—from infrastructure to interactive entertainment features—was orchestrated flawlessly. The result was an exceptional digital experience that distinguished the complex as a premier destination for entertainment and connectivity.

Experience the future of digital infrastructure

Discover how our cutting-edge infrastructure solutions can transform your venue into a benchmark for next-generation digital experiences. With robust connectivity, seamless integration, and scalable technology, we ensure your facility is equipped to meet the demands of the future. Learn more about how we can support your digital transformation journey.

Schedule a consultation: https://www.onec1.com/contact-us