

World-Class Innovation with Speed, Style & Performance

NB Development Group (NBDG) and NWN Carousel partner to provide cutting-edge technology at the TRACK at New Balance

theTRACK at new balance

Executive Summary

Company: NB Development Group

Industry: Development and Construction

Location: Boston, MA

Challenge: Integrating an innovative communications network against a tight construction timeline!

To provide the networking technology to support the construction and development of a multi-purpose athletic facility designed to accommodate sports and athletes of all ages and levels to experience a world class facility like no other.

Solution: Robust Network Infrastructure, Secure by Design with an emphasis on state-of-the-art Wi-Fi technology

Overview

Designed to be the fastest running venue in the world, the TRACK at new balance opened in the Spring of 2022. Featuring a multi-sport, multi-level, state-of-the-art complex for athletes of all ages and levels, and attracting world-class athletes; NWN Carousel partnered with NBDG to provide the network infrastructure to match its advanced track and field design.

Challenge

NWN Carousel has been a technology partner of New Balance Athletics for almost two decades, providing services spanning enterprise telephony, UC, network access control and wireless. When NBDG was searching for a Cloud Communications Service Provider (CCSP) to deliver on time and on budget, NBDG leveraged the existing New Balance relationship. NWN Carousel was tasked with designing, installing, and supporting a robust network with an emphasis on world-class Wi-Fi connectivity for the TRACK at new balance.

During the pandemic with equipment sourcing challenges, NWN Carousel rose to the occasion by providing the switching and routing necessary to optimize the quick 30-day construction timeline.

Positive Business Outcome

The TRACK at new balance, a 350,000-square-foot indoor athletic facility, boasts some of the most modern technology in a sports venue. It's now ready to embrace a smart fan experience, as well as stream live TV broadcasts of the competitions.

Working with technology project manager, WSP, and Elkus Manfredi Architects, NWN Carousel helped formulate plans around not only maintaining the aesthetic appeal of the new construction yet also how different user profiles — fans, athletes, coaches, broadcasters and event organizers — would use the high-speed WiFi. NBDG also expressed interest in leveraging the new network for insight analytics to drive future commercial, operational and associated marketing opportunities.

“We took that request and began to illustrate for the developer, and New Balance as naming sponsor, how digital transformation could unlock a variety of new experiences for their fans, athletes and attendees, and enhance the building’s resilience”

Jaco Cronje

Solutions Architect, WSP

Positive Business Outcome

“The workshops gave us important insights into what NBDG would be looking for at The TRACK ... not just on day one, but in the future,” said Jaco Cronje, solutions architect with WSP. “So, we designed the digital platform that delivered both on their day-one requirements within the existing budget and while being capable of upgrades relatively easily in the future to enable additional user experiences.”

NWN Carousel sourced, installed and designed the NextGen switches, routers, wireless AP's and controllers and firewalls. This was precisely executed with pre and post installation networking surveys. The Wireless Networking – Custom Mounts, Antennas and paint precisely matched the modern design of the Track’s interior. NWN Carousel also provided ongoing Project Management and Pro-Services.

NWN Carousel partnered with NBDG to achieve the following results:

- Secure redundant internet for high-profile events
- Roll out of a robust, secure local area network to support operations, fans and broadcasters
- High-speed WiFi for live streaming connectivity and smart fan experiences
- Data insights into building performance and fan attendance via a network platform that provides valuable intelligence