

Sugar Land Skeeters Case Study

Enhancing the Guest Experience Through Powerful, Consistent Connections

Hosting over 500,000 fans and guests annually, the Sugar Land Skeeters are a championship Minor League Baseball team with a 7,500-spectator stadium, swimming pool, splashpad, and playground located in the Houston, TX metropolitan area. As a year-round, affordable family entertainment destination, the Sugar Land Skeeters rely on Internet connectivity as the backbone of their business operations and revenue stream.

Challenge: Ensure Business Continuity and a Positive Fan Experience

Between ticket sales and on-site purchases, 100% of the Sugar Land Skeeters' income is dependent upon having a secure, reliable Internet connection. Despite being a minor league team, the Skeeters attract major-league players at various stages of their careers and the stadium borders on Triple-A status. This means visitors expect not only to see a great game, but to enjoy many of the amenities of a major league park, including complimentary high-speed Wifi. The team's stadium, Constellation Field, is equipped with multiple large-screen TVs as well as 21 skyboxes. Constellation Field's operations run year-round, with special events, galas, banquets, and educational seminars held during non-game days and throughout baseball's off season.

All of this adds up to a hefty strain on bandwidth. Network disruptions can – and have – brought business to a halt, forcing visitors to pay in cash and employees to resort to keeping written records of transactions. This results in a poor visitor experience and lost revenue, not to mention jeopardizing customer loyalty.

During management's annual review of operations, the need for greater bandwidth, more reliable connectivity, and a failover solution became clear. The current Internet solution didn't provide enough bandwidth to handle existing demands, much less support future endeavors. Moreover, they needed to protect business operations with a solid plan for continuity in the event of Internet downtime.



As part of its due diligence in determining what communications provider to partner with for their upgraded solution, Constellation Field management met with representatives from Kinetic Business by Windstream early on in the process. They ultimately selected Kinetic Business based on the advanced solutions and level of service the company provides.

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Solution: The Ultimate in Speed and Reliability

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To address the need for powerful guest Wifi, they began by installing Kinetic Business Class Fiber Internet as the foundation of the Wifi network, which delivers Internet speeds up to 1 Gbps with no data caps. The business office relies on a converged networking solution, Kinetic Business Dynamic IP, that powers the Internet connection for the point-of-sale system and VoIP services with a dedicated fiber circuit delivering 100 Mbps symmetrical upload and download speeds.

The fiber connectivity comes with round-the-clock dedicated support, which has been a marked improvement over the support the Sugar Land Skeeters were getting from their previous provider. Now, if there are ever any network issues, the Kinetic Business technicians arrive

“They’ve been great partners. When we have had concerns, not only have they quickly arrived and started immediately trying to diagnose the issue, but to their credit, it’s not typically a Kinetic Business issue.”

-Scott Podsim, Vice President of Sales, Sugar Land Skeeters

and diagnose the issue within the hour. This personal relationship is highly valued by Skeeters management, as that is the level of service they provide to their own customers.

The requirement for business continuity is met with a 4G wireless Internet backup connection that provides automatic failover in the event of a primary network disruption.

Future Benefits: Equipped for Innovation

Stadium managers are always on the lookout for the next exciting attraction that will bring visitors out to the park. For example, the explosion of eSports and gaming has them considering the possibility of hosting an eGaming tournament, wherein 200-300 players might compete over the course of three days utilizing existing and additional TV monitors, with the final game displayed on the park’s giant video board. The cutting-edge network and technology from Kinetic Business will make such an event possible.

“Signs around the building say, ‘Complimentary Internet provided by Kinetic Business by Windstream.’ They care. They’re invested in the community like we are, and our fans benefit from that.”

A less grand but very utilitarian benefit of the updated solution is that as people become even more reliant on their smart devices, Constellation Field is fit to handle the additional bandwidth that will be required. This is attributed to a scalable fiber Internet connection that can grow as bandwidth demands increase.

