



Mitsubishi Motors Badminton Horse Trials 2007

3rd – 6th May

Televised around the globe, the Badminton Horse Trials is the third largest outdoor spectator event in the entire world – behind the Indy 500 and, incredibly, the Indy 500 qualifiers. The event is one of the toughest and most exciting equestrian events and is considered the pinnacle of the world's 3-Day-Event calendar. As the name suggests, horses and riders complete the competition over three days, each day consisting of a different discipline or phase. This year the organisers have chosen Vanco to organise, manage and maintain the telecommunication and data elements of the event.

A History

Mitsubishi started its business relationship with Vanco four years ago when it wanted to connect all of its UK remote dealers and body shops, as well as its main data centre. Mitsubishi wanted a single contact point for its entire UK network and evaluated Vanco as the best choice to enhance network performance and operations.

“Of all the proposals, Vanco was the best suited to our requirements. Vanco was also far more competitive and a good 25 per cent lower with the offered solution.”

John Tasker, IT Manager Mitsubishi Motors UK

In July 2006 Mitsubishi signed another three year contract, and when they gained ownership of the Badminton event they decided to stick with the winning formula of Vanco's network solutions.

“Vanco's focus on service, cost and flexibility is exactly what end we were looking for from our IT supplier.”

John Tasker, IT Manager Mitsubishi Motors UK

Horses for Courses... Vanco flexibility in action

Vanco will showcase its unique talent of being able to set up a communications network in any environment. Vanco sees the event as a chance to show the media that it is prepared to go the extra mile to deliver a specialised service to its loyal customers.

“This is not an everyday request from Mitsubishi - but we see it as a chance to rise to the challenge.”

Scott Ritchie, Mitsubishi Account Manager, Vanco

This solution has been coined a 'Network in a Box'; Vanco are using the Badminton Trials to demonstrate how they can set up a reliable network quite literally anywhere in the world. They will transform an expansive field into a wireless and fixed line network, which will then be expertly staffed on a continuous basis.

“The fact that Vanco can design, deliver and manage a network in a previously empty field demonstrates our ‘Ultimate Network Freedom’ approach to network flexibility taken to its extreme.”

Allen Timpany, CEO, Vanco

The scale of the event is testament to the drive and confidence that Vanco has in its technology and staff. As the event is televised globally, the risk factor is high, yet Vanco

believes in its ability to design, deliver and maintain a network that meets its customers' demands anywhere in the world, and to achieve this goal while keeping within budget.

Technology

Essentially, Vanco will be in control of all the telecommunications on behalf of Mitsubishi for the event bar the television broadcast systems.

Vanco's solution also links the Vanco sponsored media centre to the internet, via desk top communication, email and all other normal data communication functions that you would expect from a normal office. Vanco is also providing fixed telephony and a wireless network to offer a fully converged environment for this event.

Financials

Vanco have offered Mitsubishi, Badminton and the media freedom to operate with its new technology at a competitive corporate rate. Vanco offers more flexibility when it comes to the network tariffs; the network will only need to be operational for under a week and Vanco will charge as such – the previous supplier intended to charge the organisers for an entire year.

Service and Support

One of the other advantages of using Vanco's managed solution is that there will be manned support on site for the duration of the event, meaning that if a problem was to arise, there is someone there who can deal with it immediately and efficiently. The network will also be serviced by Vanco's 24/7 UK Network Management Centre (NMC) where trained engineers spot and correct faults on a constant basis.

The Future

Vanco is constantly looking to the future for expansion and improvement. Already ideas for the next Badminton network solution are being generated. It is already implementing a Voice over IP (VoIP) solution for Mitsubishi in its UK offices, and next year VoIP will be deployed at Badminton. All future events will also be linked to Vanco's worldwide network.

This year's event will be a success for Mitsubishi and Vanco, and their business partnership promises to pave the way to an exciting and prosperous future for the Badminton Horse Trials.

“Vanco has illustrated that they are head and shoulders above the competition in the networking service industry.”

John Tasker, IT Manager Mitsubishi Motors UK