



# Case Study: Virginia International Raceway

## CirrusWorks in Sports/Entertainment and Hospitality

Virginia International Raceway (VIR), a multipurpose road course facility, hosts large, professional racing events, during which they are contractually obligated to provide dedicated levels of bandwidth to their customers and partners. With hundreds and sometimes more than a thousand unknown and random devices on the network at peak times, the ability to automatically locate and control bandwidth abusers is key to providing a stable Internet connection to all users.

### Overview

Recently chosen as one of *Car and Driver Magazine's* top six road courses in the nation, Virginia International Raceway (VIR) is a multi-purpose road course offering professional and amateur auto and motorcycle racing, as well as a wide range of track events. Each year, VIR draws tens of thousands of spectators for some of the best road racing in the country.

VIR's facility hosts large, professional racing events with resort facilities, while also serving as a testing location for racing and auto-industry related technology. VIR is not an oval race track, but a 1500 acre road course over varying terrain such as hills, valleys and trees which makes for interesting challenges in providing network services for spectators, resort guests, vendors, in-car data systems, the media, and more.

### Challenge

During races and other events, VIR is contractually obligated to provide dedicated levels of bandwidth for

sanctioning bodies, vendors, local businesses, race teams, photographers, the media, etc. Being able to manage and control bandwidth usage isn't just an important part of doing business, it is mission critical.

On any given race weekend or other event, VIR hosts potentially hundreds, sometimes more than a thousand, unknown and random devices. If at any time these devices or users start to degrade the level of bandwidth offered, they have to be located and controlled quickly and in real-time.

Public Wi-Fi and Internet access can be limited, but acceptable use of these resources is important to maintaining an overall performance and ensuring guest satisfaction.

### Solution

To provide contracted groups with the bandwidth they require (while preventing abuse to the overall network performance), adding more bandwidth and rate capping were tried as possible solutions; however, bandwidth abusers



### SUMMARY

#### Industry

- Sports/Entertainment and Hospitality

#### Number of Users

- Fluctuates from 100 to 1,500 or more

#### Challenges

- Maintain reliable bandwidth distribution during large events.
- Ensure fast, consistent Internet service for hotel guests
- Quickly locate and isolate bandwidth abuse from random outside devices

#### Solution

- Manage and control bandwidth usage with the CirrusWorks Governor

#### Results

- Automatic identification and control of data abusers, ensuring fair allocation of bandwidth across all users
- More stable internet connection for users, improving customer and guest satisfaction

or 'hogs' may consume as much bandwidth as they can. As a result, adding bandwidth doesn't always solve the problem. Rate capping effected the overall quality of service and wasn't an acceptable solution as well.

VIR installed the CirrusWorks Governor to address the problem. Within a few minutes of installing the Governor, VIR realized they were able to not only identify these bandwidth abusers, but also to control them and at the same time provide a more stable Internet connection for their users.

### Results

Once the Governor was installed, VIR instantly started seeing results. No longer did they manually have to identify and address bandwidth abusers. The Governor's user interface allowed VIR to see their bandwidth abusers on their network. But since CirrusWorks' bandwidth-governing technology is dynamic and automatic, the IT staff did not have to do anything to mitigate the abuse. They could see the abusers and watch the Governor in action seamlessly smoothing out the flow of traffic – without the abusers even realizing anything had changed.

"Before installation, during peak usage times, such as during or right after a race, a new device that was causing issues on the network had to be identified, tracked down, and manually controlled," said Aaron Byrd, IT Director at Virginia International Raceway. "The CirrusWorks Governor enabled us to automatically identify and control these problems, and now allows us to provide healthy, stable bandwidth to our customers and partners while dramatically reducing troubleshooting efforts on our part. We are experiencing fewer service disruptions and higher vendor, spectator and guest satisfaction."

### ABOUT CIRRUSWORKS

CirrusWorks™ is the leader in dynamic bandwidth management. The CirrusWorks Governor™ optimizes traffic during peak congestion periods to ensure fast and reliable Internet performance for all users. Only CirrusWorks employs AutoAlgorithms™ that adapt to unpredictable traffic patterns in real time, without the need to pre-configure static rule sets or policies. For more information, visit [www.cirrusworks.net](http://www.cirrusworks.net).

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—AARON BYRD, IT DIRECTOR, VIRGINIA INTERNATIONAL RACEWAY