



Bandwidth is star player in interactive football league

- **Business needs** – A network infrastructure to support a myriad of clients, including a fan-controlled football league that required an extraordinary amount of bandwidth
- **Networking solution** – AT&T Dedicated Internet and AT&T Wireless Broadband delivered the connectivity RDH Partners required to make interactive sporting contests possible and support other projects
- **Business value** – Enabling technology for clients in remote locations
- **Industry focus** – Edge networking provider
- **Size** – Startup

About RDH Partners

RDH Partners is a specialized edge networking IT company for the film and television industries and the U.S. government. The company builds temporary network installations to support clients' work in remote locations that lack the necessary infrastructure.

The situation

RDH Partners' success in creating networks led to an interesting opportunity to take sports where it had never gone before. A new indoor football league approached the company about building an infrastructure that would enable fans to call the plays and watch the action unfold in real time over broadcast, gaming, and livestreaming platforms. RDH Partners needed a way to deliver the abundant connectivity the new venture demanded.

Solution

AT&T Dedicated Internet and AT&T Wireless Broadband became the backbone of the bespoke network that RDH Partners created for the new interactive sports league. AT&T Dedicated Internet is a speedy, reliable, symmetric network that delivers the outstanding experience gamers and other fans require. AT&T Wireless Broadband enables RDH to support its clients in remote locations with speeds up to 100 Mbps.

Beyond the ceiling of possibilities

Every superhero has a dramatic origin story. RDH Partners, a state-of-the-art technology provider, is no different. The company works to empower its clients to do more than they ever expected by breaking through the ceiling of possibilities, providing the highest quality solutions based on efficiency, reliability, and affordability.

The innovative startup was building a reputation for creating networks for film and television shoots (including some of the most famous comic book franchises) and U.S. government deployments when it got the opportunity of a lifetime—creating the infrastructure to support a whole new way to play and enjoy football.

“We’re a specialized edge networking company that brings temporary installations to places that don’t have the infrastructure,” said Tyler Blackwell, one of RDH Partners’ founders. “We’re very nimble. We can move quickly. And that’s an advantage for us as we can build networks in 12 days that have never been built before. Our team is dedicated to making sure that we find the pieces and put a network together to meet whatever the client needs.”

“We wouldn’t be able to offer our services without AT&T Business. It’s the backbone of our organization and extremely vital to our success and the strength we provide our customers.”

Tyler Blackwell

Founder,
RDH Partners

Bringing connectivity to isolated areas

The film and television industry has boomed in Georgia over the last decade because of attractive tax incentives. “This has caused billions of dollars of economic impact here and brought us to the area. The industry here continues to grow immensely,” Blackwell said.

Movie and TV productions require robust networks, which can be difficult to deliver in rural areas. The company recently built a network for a film project in rural Georgia. “It’s way out in the boonies where there is no Wi-Fi, no fiber, and no ethernet,” he said. “The producing director requires the ability to do remote editing and remote approval sessions with the post-production house. That’s something that is facilitated over the internet and with constant video calls.”

The need for connectivity is multiplied by the 20 to 30 different departments that are part of most film sets. “Each of them requires being able to communicate internally and externally during the production, so it’s kind of a wide gamut of internet needs.”

RDH delivered a bonded internet connection that will support the project for the duration of its shoot. “We deployed it with fiber, putting out access points and rugged switches,” he said. “And then eight to 10 weeks later, we’ll be out there to wrap it up.”

“We started the relationship with our first hotspot and eventually got into broadband. Today AT&T Business is our primary network provider.”

Tyler Blackwell
Founder,
RDH Partners

Support for an exciting new sports league

A new arena football league was formed to let fans pick the players and call plays in real time. Its games would be played in a high-tech studio arena and streamed live on a popular gaming platform. The league turned to RDH Partners to create a network to support its bold undertaking.

To complicate matters, the request came just before Christmas, and just as COVID began spreading in the U.S. The fledgling football league created a bubble in a large hotel in Atlanta to protect players and staff and called on RDH to create the necessary infrastructure.

Blackwell said the assignment was a difficult one. RDH Partners had to find a way to support the league for the duration of the league’s first season. “It was the holiday season and people were out of the office, and there were delays in the contract signing,” he said. “We also hit some moratoriums with construction and permit pulling, so we really had a challenge on our hands to be able to get fiber to this hotel fast enough.”

A workable, affordable solution

AT&T Dedicated Internet supplied connectivity to the hotel, Blackwell said, but the new football league would require additional bandwidth. “We worked with AT&T Business on contracting a one gigabyte AT&T Dedicated Internet circuit, but ultimately realized even that wasn’t enough,” he said. “We needed to not only increase the capacity for the 180 players and staff that were going to be living in the hotel for four to five months, but also make sure that they had the infrastructure to support that increase.”

He worked with AT&T Business engineers to create a workable, affordable solution. “We had to figure out how to stand up a network without having the network,” he said. “That’s when we turned to the AT&T broadband team to talk about bonded cellular.”

RDH Partners wanted to establish a one gigabyte network. The team conducted a site survey on top of the roof of the hotel and realized how they could accomplish the necessary connectivity. “We bonded 12 LTE advanced connections up on the roof with high gain, very directional antennas and triangulated among three different AT&T towers,” Blackwell said.

An invaluable relationship

The company had gear overnighted from Chicago and Hong Kong to complete the project. “And we did it in 12 days. It was this incredible kind of orchestration that came together at the final hour. And that’s how we got this project up and running,” he said. When players and others began arriving at the hotel, AT&T Wireless Broadband was in place to deliver the bandwidth they needed to kick off the football league’s maiden season.

Blackwell credits his AT&T Business representatives for working with his team to expedite the installation. “They are absolutely invaluable to our relationship and what we built here,” he said.

The company has counted on AT&T Business from its earliest days. “We started the relationship with our first hotspot, and eventually got into broadband. Today AT&T Business is our primary network provider,” Blackwell said.

The backbone of the organization

While many organizations were devastated by the pandemic, RDH Partners actually grew during that time. “We’re a pandemic-born company. Producing communications all became a huge part of how the industry was able to continue functioning,” Blackwell said.

“And AT&T had the most resources, and they’ve been there for us. We wouldn’t have been able to accomplish the football deployment without AT&T Business and its broadband and internet teams.”

The global nature of AT&T’s operations will assist RDH Partners as the company continues its deployments, including many in difficult-to-reach areas. “We’re clown folk that just keep moving every day or every week or month to a new location,” Blackwell said.

“And that’s why broadband is a huge aspect of our company. You can’t just drag fiber around wherever you want to go and assume you’re going to have a connection,” he said. “AT&T Business has proved to be great for us.”

The power to innovate

RDH Partners has built a stable of loyal clients because of the success of its deployments, even though it is a small company. Blackwell is quick to give some credit to AT&T Business. “We wouldn’t be able to offer our services without AT&T. It’s the backbone of our organization and extremely vital to our success and the strength we provide our customers,” he said.

The relationship with AT&T makes it easier for RDH Partners to serve its clients’ interesting projects. RDH is currently working with a large entertainment company with popular theme parks on three continents. “They require edge networking in the field globally. So, we are working with them on enabling their employees to reach internal network communications via their data centers out in the field,” he said. “So true, true edge networking but temporary and mobile.”

“The resources AT&T Business provides for a five-person company like ours and the knowledge and support they’ve been able to give us allow us to innovate,” Blackwell said.