

FESTIVAL DES VIEILLES CHARRUES TRANSFORMS ITS COMMUNICATIONS TO ALLOW MUSIC AND TECHNOLOGY TO TAKE CENTER STAGE

ALCATEL-LUCENT SOLUTIONS BREATHE NEW LIFE INTO FRENCH MUSIC FESTIVAL, DELIVERING A MODERN INFRASTRUCTURE FOR COMMERCIAL PARTNERS AND 200,000 VISITORS



CASE STUDY

MARKET: **ENTERTAINMENT**

REGION: **EUROPE**



Alcatel-Lucent has been the technical partner of this French music festival for more than a decade. Its solutions, deployed throughout the ten-hectare site, provide the organizer with the ideal communications infrastructure for coordinating event services. They ensure on-site safety, deliver WiFi access for all visitors, and help meet the demands of a growing number of commercial partners.

CHALLENGES

- Install a professional and flexible network infrastructure, which can be adapted to the seasonal nature of the festival
- Provide reliable radio coverage throughout the rural location
- Improve collaboration between the festival teams and suppliers
- Support marketing, security, logistics and event-planning activities in addition to a standard telephone network

SOLUTIONS

- Implementation of the new OpenTouch™ communication suite to provide users with innovative functions that improve ergonomics and collaborative working methods (new generation web conferencing)
- Installation of OmniTouch™ 8082 My IC Phone terminals to improve real time communications and improve productivity of business
- Deployment of a data infrastructure to provide WiFi access throughout the site using OmniSwitch 9702, OmniSwitch 6250-P24 and OmniAccess solutions, and AP70 and AP125 access terminals

BENEFITS

- Creation of a simplified network structure resulting in improved performance and reliability, far exceeding expectations
- 25-point WiFi network sets-up time was three times quicker than previous, with greater flexibility over peak periods
- Easier access to real-time information for the press and VIPs thanks to the screens broadcasting multi-media content (video, text and social networks)
- Guaranteed reliability and effectiveness of security systems due to the duplicated system (spatial redundancy)
- Flexible deployment of mobility solutions, collaborative working methods and landlines for the 12 permanent Festival staff members, and increased geographical coverage for the 600 users over the duration of the Festival
- Enhanced phone ergonomics produces more effective communication

“THE MAJOR BENEFIT OF THE ALCATEL-LUCENT SOLUTION IS HOW EASY IT IS TO SET UP. FOR EXAMPLE, WE INSTALLED THE 25 WIRELESS ACCESS POINTS IN JUST A FEW DAYS; ONCE THEY WERE CONNECTED TO A POWER SUPPLY THEY CONFIGURED THEMSELVES AUTOMATICALLY IN THREE MINUTES.”

Stéphane Marzin, IT Manager for Festival des Vieilles Charrues

VIEILLES CHARRUES BEGAN LIFE AS A SMALL, LOCAL MUSIC FESTIVAL. AS IT HAS GROWN IN SIZE IT HAS NEEDED TO BECOME INCREASINGLY PROFESSIONAL.

A SOLID COMMUNICATION
INFRASTRUCTURE IS NOW NEEDED TO
MEET SPONSORS EXPECTATIONS AND
HEALTH AND SAFETY REQUIREMENTS.

THE CHALLENGE

The French music festival, Festival des Vieilles Charrues, first took place in 1991, and has since taken on cult status. Located in the heart of Breton, western France, the four-day festival now attracts over 200,000 visitors.

Organizing the event has become a logistical challenge. The festival area is divided into separate areas: eight hectares for concerts, 17 for camping and 30 for parking. To look after the visitors and artists and to ensure the event goes off without a problem, the 12 full-time festival employees rely on 500 temporary workers, 5,500 volunteers, and 2,000 service providers and suppliers. Clear communication between all these individuals is crucial to the success of the festival, both before and during the event.

From the Stone Age to the digital age in only 10 years

For years, the festival muddled along with around 40 wired STN (Switched Telephone Network) telephone lines and had to cope with poor GSM coverage due to the location of the site. “Due to of the increased popularity of the event, we really needed to modernize,” explains Loïck Royant, Director of Festival des Vieilles Charrues. “The basic infrastructure we were using meant the network could easily become saturated and this was preventing us from meeting our commitments in terms of sponsors and media partners. More worrying was the fact that we were unable to comply with health and safety rules. The very future of the Festival was under threat.”

A unique solution was found thanks to staff at Alcatel-Lucent in nearby Brest, who were also members of the Vieilles Charrues Association, a local volunteer group created to help the event. The Alcatel-Lucent Enterprise Professional Services teams devised an innovative voice and

data infrastructure solution with the aim of improving the festival's real-time communication services. "It brought the event out of the Stone Age and into the 21st century," says Royant.

THE SOLUTION

The first step was to install two OmniPCX Enterprise telephone servers: one in the Association's offices in the town center and the other approximately two kilometers away on the festival site. This meant staff could always be contacted, whatever site they were on, even if there was a problem with one of the servers. Radio coverage was provided using 16 DECT RBS base stations and five Alcatel-Lucent ECT IBS base stations distributed around the area of the site used by the organizers and the different service providers. These enable employees and volunteers to communicate with each other using DECT phones over the entire site. "It's so easy to use", says Royant. "It is vital that we're able to communicate with each other easily when we have so many visitors at the event."

Building on this success, Alcatel-Lucent added an on-site data infrastructure in 2010 to provide a WiFi network and manage all the inter-connections. The WiFi system relies on 22 AP70 and five AP125 access points and provides coverage for the entire concert site. The organizers can now access the data network wherever they happen to be on the site. Since 2011, festival-goers benefit from free WiFi access, and, on average there were 400 connections per day during the event in this year. The WiFi routing and backbone system uses Alcatel-Lucent OmniSwitch 9702E switches and two OmniAccess redundant WLAN controllers. Distribution is achieved via 20 OmniSwitch 6250-P24 switches.

Alcatel-Lucent also created a call center number to handle emergency calls, linked to a geo-location system. Via a single telephone number, this center coordinates the various emergency services. An additional service introduced in 2011 was the Interactive Vocal Server which uses a vocal recognition system, visitors can now telephone a dedicated number to receive festival information.

New technologies and innovative services for 2011

For the 20th anniversary of the festival, Alcatel-Lucent unveiled its new OpenTouch solution demonstrating the convergence between enterprise communication solutions and innovations on a large-scale. OpenTouch not only adds a multimedia dimension to the festival, it also aids mobility and facilitates collaborative working among users thanks to its unique applications.

Using Session Initiation Protocol, OpenTouch makes it easy to set up conference calls between multiple users. Those on the call can share documents or switch to video-conferencing and users can choose to make calls on any type of device: landlines, mobiles, smartphones or computers. They can also switch device at any time if necessary without ending the call.

The 2011 festival was also an occasion to unveil the Alcatel-Lucent OmniTouch™ 8082 My IC Phones: this new category of landlines - known as smart landlines - can be used in conjunction with applications offering a communication environment similar to that of mobile smartphones. The ergonomic qualities of the new My IC Phones helped the teams to streamline their operations as their large touch screens make it easy for the key operational staff to manage their time more efficiently. For example, the teams in charge of transporting the artists could immediately access fleet information and the directory of drivers in charge of driving them to the venue. With a simple touch to the 7"-screen, users can instantly start calling or conferencing; this function can save a considerable amount of time at key moments. The VIP team can instantly access Facebook or weather reports, and, as for the management team, they have been impressed with the ergonomic qualities of the detailed contact lists, the freedom brought about by the combined native Bluetooth® feature as well as the audio quality of the handset's wideband.

Web conferencing solutions mean suppliers, sponsors and service providers can access video-conferencing facilities before and during the Festival no matter where they are located in the World. Those involved

CUSTOMER SUMMARY

Customer Name:

Festival des Vieilles Charrues

URL: www.vieillescharrues.asso.fr/

Industry: Entertainment

Number of Employees:

12 permanent employees,
500 temporary contractors,
5500 volunteers

Other facts and figures:

4-day music festival attended by
200,000 people

“OUR PARTNERSHIP WITH ALCATEL-LUCENT HAS MEANT THAT WE HAVE BEEN ABLE TO MODERNIZE. IT’S REALLY IMPORTANT FOR A FESTIVAL LIKE VIEILLES CHARRUES TO HAVE A FLEXIBLE, PROFESSIONAL AND OPERATIONAL SOLUTION – WE WOULDN’T HAVE BEEN ABLE TO DO THIS WITHOUT THEIR HELP.”

Loïck Royant, Director of the Festival des Vieilles Charrues

in the post-production work, some of which is carried out overseas, can access the event’s central server, video-conferencing services and application sharing features. This allows the organizers and the post-production teams to collaborate more effectively.

THE BENEFITS

For Stéphane Marzin, IT Manager for Festival des Vieilles Charrues: “The major benefit of the Alcatel-Lucent solution is how easy it is to set up. For example, we installed the 25 wireless access points in just a few days; once they were connected to a power supply they configured themselves automatically in three minutes. This saved us a significant amount of time compared to the old system where we had to configure the WiFi aerials one by one.”

Marzin also rented visual configuration tools; these were so intuitive that his team of volunteers were able to configure the OmniSwitch 9702E router in just two days. “Despite being engineering school graduates, our volunteers knew nothing about Alcatel-Lucent routers. It only took them half a day to configure the wireless network proving just how easy this solution is to understand and implement.”

The ease and rapidity of setting up such an infrastructure is essential in the events industry; like the stage and the stands, the IT infrastructure must be dismantled every year. In fact, 80 percent of this installation has to be completed in the two weeks prior to the start of the festival. Delays were not an option.

High-level availability, the speed and the combined wired telephone and WLAN network also means that all those involved in the event

can share information and content in real time. “The Alcatel-Lucent infrastructure has made it possible for us to integrate new services and facilitate logistics,” says Marzin.

This is true for the audio-visual teams responsible for recording images. The images are broadcast in almost real time to monitors installed on different points of the network. The images are edited so they can be used by the press service or shown on information panels and visitor areas. This year, this technical expertise has been extended thanks to the Alcatel-Lucent Digital Signage solution, which can add data to images and video conferences using minimum bandwidth and without destabilizing the network.

The IT infrastructure can also send information to caterers about their real-time stock levels. For an event of this kind, which attracts over 200,000 visitors in four days, logistical flexibility is a necessity.

THE FUTURE

In 2012, the Festival des Vieilles Charrues will pilot mobile WiFi technology with smartphone applications, which Alcatel-Lucent is in the process of finalizing. This will require setting up just one type of aerial; and for the organizers, this will mean that they will only have to carry one mobile device.

Loïck Royant concludes: “Our partnership with Alcatel-Lucent has meant that we have been able to modernize. It’s really important for a festival like Vieilles Charrues to have a flexible, professional and operational solution - we wouldn’t have been able to do this without their help.”

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