



**“It’s partnerships like these that enable us to maintain our reputation as a leading venue in the North East”**

— Lewis Hyam, Head of ICT at The Glasshouse

### The Glasshouse is an international music centre and renowned conference and event venue located in the North East.

Every year, they welcome more than two million visitors and have hosted concerts from a wide range of internationally famous artists including; Blondie, James Brown, Nick Cave, Grace Jones, Morrissey, Mumford & Sons, and many more.

#### The Challenge

To ensure successful hybrid events with audience participation, The Glasshouse required strong and reliable connectivity that could meet the evolving expectations of guests while delivering a seamless user experience. The network needed the capability to flexibly handle sudden increases in online traffic due to active events. Any connectivity issues had the potential to deter clients from re-booking with the venue, which could harm The Glasshouse’s reputation. Finding a solution to address these concerns while maintaining seamless operations was imperative to safeguarding business reputation and continuity.

#### Aspire’s Solution

Aspire partnered with Extreme Networks to provide a network solution that enhanced the existing capabilities of the venue and its guest experience, whilst providing additional capabilities for its clients and operational staff. Aspire prioritised four key areas of technical specifications for this project which included: scalability, connectivity, security, and Aspire’s distinguished UDC (Ultrafast Dedicated Connectivity) proposition.

The UDC solution provided end-users with the seamless ability to transition from 100 Mbps to 10 Gbps within minutes. To ensure uninterrupted connectivity, Aspire implemented multiple access points across the venue, safeguarding against potential disruptions during concerts or events.

Extreme Networks provided high-performance, stackable network switches with secure segmentation and advanced policy features, complemented by efficient wireless access points. The solution offers flexibility with on-premise or cloud deployment options, minimizing operating costs for high-density environments at The Glasshouse.

### Working with Aspire

By implementing these cutting-edge solutions, Aspire and Extreme Networks provided significantly improved networking capabilities to The Glasshouse. As a venue that prioritises customer satisfaction, The Glasshouse required a robust and seamless connectivity solution to deliver a positive experience for attendees, whether they were participating in person or virtually. The Glasshouse’s guests are now able to seamlessly connect and participate in events, while enhanced security features ensure sensitive data transmissions are protected.

Lewis Hyam, Head of ICT at The Glasshouse said:

*“My experience working alongside Aspire and Extreme Networks to enhance The Glasshouse’s network infrastructure has been exceptional. From the outset, it was clear that understanding our unique needs and challenges was a priority for them. Their team demonstrated not only technical expertise but also a genuine commitment to ensuring our venue could offer unparalleled connectivity and security to our guests.*”

*This collaboration has significantly upgraded our ability to host a diverse range of events, from international music concerts to corporate conferences, all while providing a seamless, high-quality experience for everyone who walks through our doors. It’s partnerships like these that enable us to maintain our reputation as a leading venue in the North East and continue to deliver exceptional experiences to our guests. We’re immensely proud of what we’ve achieved together and excited for what this means for our future events.”*

### Customer Benefits

- > Enhanced Customer Experience
- > Uninterrupted Connection
- > Seamless Audience Participation during Hybrid Events

### Solution

- > Aspires Ultrafast Dedicated Connectivity (UDC)
- > Extreme Networks 5420 & 5520 Ethernet Switches
- > AP410C Wireless access points
- > ExtremeCloud IQ

