



Great Bay Community College

Case Study



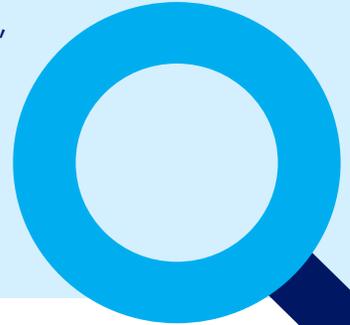
ABOUT GREAT BAY COMMUNITY COLLEGE

Nestled in the historic town of Portsmouth with a second campus in up-and-coming Rochester, Great Bay Community College (GBCC) is the third-largest college in the New Hampshire Community College system and one of only two colleges in the system that have athletic programs. In addition to career and technical programs, GBCC offers over 50 degree and certificate programs including nursing, surgical technology, veterinary technology, biotechnology, life sciences, business, computer technology, digital media technologies, engineering science, hospitality, education, and criminal justice.



ABOUT ESPORTS

Collegiate Esports is a program where teams from different colleges and universities compete against each other in popular multi-player video games. Like other collegiate sports, Esports players are referred to as athletes, teams have regular practice sessions, and coaches review video playback of games to critique their team's performance after competitions. GBCC gives its Esports team full support, including a state-of-the-art gaming lab where teams practice and compete.



THE CHALLENGE

Athletic programs are great assets to colleges, helping to attract new students, retain existing students, and make student athletes more successful. In recent years, GBCC has expanded to include men's and women's basketball, baseball, softball, volleyball, and track. In 2019, the administration decided to add something completely different—a new Esports team.

Amid concerns about a pandemic that was steadily spreading in other parts of the world, GBCC decided to begin its plan to create a new gaming lab on its Rochester campus and launch the new team in the fall. As the project got underway, however, they realized a critical problem—internet speeds on the Rochester campus were significantly slower than on the main campus in Portsmouth.

Gamers rely on super-fast internet to deliver large amounts of data carrying high-quality renderings of worlds and characters representing other players. Slow internet produces latency, also known as lag, demonstrated as a delay between the time that players act and when other players perceive their actions. In competitive Esports, latency can leave players as sitting ducks as they try to defend themselves against attackers who have already completed their offensive moves or lead them to create useless offenses against defenders who have already changed position.

Their fledgling team would be at a serious competitive disadvantage without serious upgrades.



SOLUTION

GBCC contacted several local internet providers to find out what solutions were available. They quickly realized that only two area providers had sufficient speeds to meet the rigorous Esports requirements.

One provider responded only with an impersonal quote. In contrast, the warmth of Breezeline's proposal helped it to easily stand out. Not only did Breezeline provide a more competitive quote, but their account executive also went the extra mile to answer all of the GBCC team's questions and did everything to earn their business.

Director of Athletics, Brian Scott is very excited about the future of Esports at GBCC. "I look forward to hosting on-site, in-person events. The vibe in the room is different when you're playing a game, and your opponent is right there," said Scott. "I know our guaranteed, dedicated bandwidth can support that."

"Breezeline delivers the Internet speed we need with a personal level of support that we really appreciate."

Breezeline worked with GBCC's schedule, beginning site, and prep work over the summer, but waited to connect service until the fall semester was about to start, so the college would only pay for the time that they needed.

Once the fiber-optic line was in place and activated, GBCC discovered an issue with their incoming signal. Breezeline's Network Operations Center (NOC) techs immediately jumped in to help with troubleshooting, running diagnostics that showed the incoming speeds at the GBCC data center were at the optimal level. They also recommended changes to the local network that might alleviate the bottleneck.

Armed with this new knowledge, the GBCC IT team was then easily able to locate the source of the trouble — slow switches in the gaming lab. Once the switches were replaced, the new Esports team was finally able to harness the true speed and power of their dedicated line.

RESULT

Breezeline's robust fiber-optic network and superior customer service have consistently delivered the high level of performance that GBCC's athletics department needs to set its newest athletes up for success.



Breezeline delivers advanced Video, Internet, Business WiFi and Voice services to small and medium businesses over a highly reliable, Fiber-rich, high capacity network. It also offers customized, scalable Metro Ethernet enterprise solutions, including dedicated Fiber with symmetrical speeds up to 10 Gbps, point-point and multipoint transport, and Hosted Voice solutions. Breezeline supports its business clients with 24/7 network monitoring and technical support, professional client care, and dedicated local account executives.

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