

# Rally Ready Driving School

DALE, TEXAS

## Background

When CEO “Texas Dave” Carapetyan founded Rally Ready Driving School, it was small, operating out of a parking lot. But it soon grew and moved to its permanent location – a 140-acre ranch in Dale, Texas, about 30 miles southeast of Austin. Today, the Rally Ranch includes miles upon miles of a wide variety of off-road tracks, from wide open ranch pastures for consequence-free beginner lessons to narrow tree-lined rally stages with jumps, crests, and blind corners for the experienced rally enthusiast – as well as several classrooms, a well-equipped clubhouse, and a world-class mechanic’s shop.

The Rally Ready site is in a rural area that is perfect for off-road driving but could be better for connectivity. Limited cellular service makes it challenging to provide guests with the ability to connect wirelessly to the rest of the world. The lack of connectivity is a huge problem when hosting corporate events, but perhaps more importantly, it poses operational and safety

concerns for the ranch. Without the ability to stay in contact easily, crew members had to find each other physically to communicate problems or questions—no small task on a property of this size. In a safety incident, the ability to call for assistance or emergency services would be conditional on returning to the clubhouse.

Fortunately, RG Nets, Inc.’s Founder, Dr. Simon Lok, is a motorsports enthusiast. Motorsports schools are the preferred venue for RG Nets team-building events. The relationship between Rally Ready and RG Nets, Inc. began when Dr. Lok booked an RG Nets leadership meeting at Rally Ready. Dr. Lok and Texas Dave discovered they were kindred spirits at this event as both fervently practiced entrepreneurship and motorsports for decades.









## Challenge

To address these operational and safety concerns and to provide the opportunity for race participants to live stream from within the rally vehicles while driving or from the chase helicopter that follows cars on race days, RG Nets needed to provide ubiquitous coverage across the varied indoor and outdoor environments present on the ranch, without compromising performance or reliability. The solution was to deploy a state-of-the-art network utilizing Wi-Fi and Private LTE technologies and seamlessly integrate them into a unified and converged network. For security purposes, the ranch needed its infrastructure and facility communications to be isolated from guests, and the entire project needed to be scalable to future-proof it as the ranch expands operations.

**“Not only is it real, but it’s completely changing the way we can do business. And I didn’t even have to learn 125 different acronyms, I just left that to Simon and his team!”**

– Dave Carapetyan, Founder, CEO

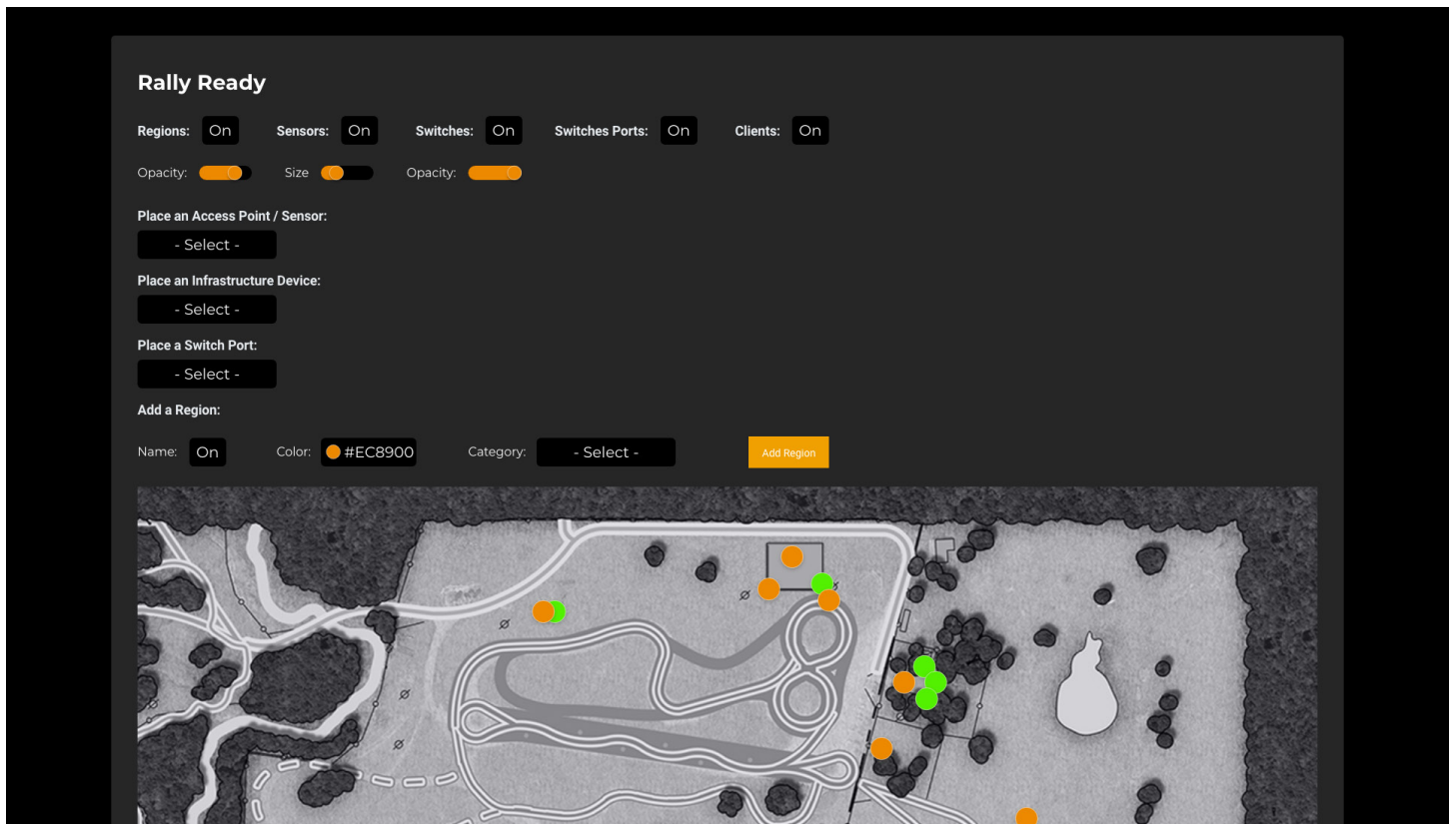
## RG Nets Solution

The crew at RG Nets worked closely with Rally Ready staff to design, provision, and build a converged wireless network that utilizes best-of-breed radio technology for each deployment environment. Enterprise WLAN access points provide Wi-Fi 6 access for guests, racers, and influencers, as well as for the common areas’ various buildings and outdoor connectivity. Larger outdoor areas of varying topography are covered by private LTE radios, allowing consistent communication with facilities management, racing crews, and the chase helicopter.

To make it all work as desired, RG Nets manages the multi-RAN network, with radios produced by multiple vendors, and enables seamless and contiguous roaming for connected devices. This means that staff, drivers, and visitors—as well as their connected devices—can roam at racing speeds across the different RAN technologies without losing connectivity for their voice, video, and streaming applications.

Key features such as traffic shaping, policy-based routing, network address translation (NAT), and quality of service (QoS) controls ensure that Rally Ready’s staff and visitors have a stable and robust connection no matter where they are on the property.

As a bonus, the ranch has added registration paperwork and waivers to the captive portal, streamlining the onboarding and arrivals process.



Rally Ranch now offers seamless and uninterrupted connectivity across all areas, facilitating rapid communications for staff and crew and real-time preservation and sharing of the memories guests make while attending classes and events. Combined with the world-class training and experiences provided by the driving school staff, Rally Ranch now delivers an adventure unmatched by any other experiential driving program in the United States.

Hundreds of onsite guests have tested the network at influencer events by livestreaming, posting to social media, and sharing content in real time. The journey from little to no macro cellular service and driving across the property to have a conversation to simultaneously hosting hundreds of livestreams and large media uploads has been quite an achievement!

Now Rally Ranch looks to the future:

- Live video streaming from within the cars to give a larger audience a new perspective on the excitement of rally racing.
- Expanding the venue to better support corporate events in both size and frequency.
- Tapping possible brand partnerships with the increased visibility that instant connectivity can bring.
- Additional activities beyond driving to make the best use of the available acreage.

## Conclusion

At RG Nets, Inc., we're dedicated to providing customers with various network services that meet their unique needs. The rXg software can be deployed in multiple network architectures, including enterprise, service provider, and industrial networks, providing customized deployments to meet the specific needs of different industries and organizations. Whether you're looking to deploy a CBRS Private LTE network like Rally Ready or looking for a robust network management and routing solution, the rXg network management and routing software from RG Nets is a compelling and flexible option. Contact us today to learn how we can help you transform your network.



## **About RG Nets**

RG Nets is the premium provider of gateways and centralized-authentication appliances designed to manage, provision, and protect revenue-generating networks. Our mission is to create tools that are so good, we would use our own money to buy them.

[www.rgnets.com](http://www.rgnets.com)

Visit our website or contact your local RG Nets representative for more information.

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