



Prep Baseball Tournaments scores big with AT&T's Business Internet solutions

Business Needs

Reliable connectivity for two state-of-the-art baseball complexes in Kansas City, Kansas and Missouri

Networking solution

AT&T Business Fiber and AT&T Dedicated Internet Service provide the connectivity to support the communications backbone that growing enterprises need to serve their diverse audiences.

Business value

Reliability, convenience, and security

Industry focus

Prep Baseball Tournament players, coaches, parents, and spectators

Size

52,000+ athletes have played this year at the Kansas City venues

About Prep Baseball Tournaments Kansas City

Prep Baseball Tournaments Kansas City's core focus is to provide players and teams the highest level of exposure at quality venues while catering to the needs of college coaches and professional scouts. The organization creates an atmosphere that will give the Prep Baseball Report scouting staff and college and pro scouts a setting to see top teams compete against each other.

The situation

Communicating with coaches, players, schools, and colleagues is vital to Prep Baseball Tournaments' Kansas City operations. The organization needed a way to provide connectivity for all the communities it serves.

Solution

AT&T Business Fiber and AT&T Dedicated Internet help deliver the bandwidth Prep Baseball Tournaments need to run its growing operations and differentiate it from other venues.

A better way to scout young athletes

Prep Baseball athletes turn to Prep Baseball Tournaments to improve their game and showcase their talents at high-quality venues. At the same time, college coaches and pro scouts rely on the organization to learn about gifted young athletes. PBKC creates an atmosphere that gives scouts a setting to see top teams from all over the country compete against each other.

Over the past 10 years, Prep Baseball Tournaments has built a sustainable and verifiable reputation for providing the best experience and most reliable information about young athletes. The organization has facilities in New York, Indiana, Virginia, Missouri, and Kansas and is working to expand to other states.

Prep Baseball Tournaments Kansas City operates two state-of-the-art facilities in Kansas City: Creekside Baseball Park in Kansas City, Missouri, and Homefield Baseball Complex, 12 minutes away in Kansas City, Kansas. Tymon White, a baseball aficionado who was a college baseball player and coach, is the director of both complexes.

It was an easy decision to move back to Kansas City, where I was born and raised, to work for Prep Baseball Tournaments. “I always thought that giving back to the sport that has given so much to me was what I was meant to do,” he said. “So, I’m not playing baseball or coaching baseball, but I’m still in baseball, in kind of the same realm.”

Technology becomes the differentiator

Prep Baseball Tournaments showcases young players who hope to continue their baseball careers after high school. “We bring college coaches to the facilities to let players be seen. That’s Prep Baseball Tournaments’ slogan: ‘Be Seen,’” White said. “The goal for everybody that wants to play at the next level is to be seen. And that’s what we do.”

Increasing athlete visibility meant introducing new ways for coaches and scouts to see players in action. “Other facilities are continuing to pop up in different places, so we wanted to continue to separate ourselves,” White said. “We can run a tournament, but so can somebody else. We wanted to do something different.”

Company officials knew that technology could be a significant advantage. They envisioned streaming all

games so families, coaches, or scouts who could not be at the park could watch. They also wanted to introduce baseball technology that could record a pitched or batted baseball’s speed, angle, and many other characteristics. Utilizing this sophisticated radar system meant finding a way to deliver robust connectivity to areas where none yet existed. Finally, it needed to create an infrastructure enabling its staff, coaches, scouts, and families to use the internet at the ballparks.



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**Tymon White, Director
Prep Baseball Tournaments Kansas City**

Going beyond what other venues can offer

AT&T recommended AT&T Business Fiber, which delivers consistently fast speed, even at peak times. The highly reliable service offers wireless backup options as well. AT&T also proposed using AT&T’s Dedicated Internet service, which provides dedicated internet access with the same upload and download speeds, proactive network monitoring and maintenance, and industry-leading performance and service level agreements.



The services enable Prep Baseball Tournaments Kansas City to provide streaming service for all 14 fields at both complexes. “Having the fiber and dedicated Internet capabilities lets us run a quality camera system that allows athletes’ families to watch the games. A lot of other facilities don’t do that,” White said.

The reliable connectivity will also enable Prep Baseball Tournaments to take advantage of a digital scouting platform that uses radar technology to track and record the 3D characteristics of a baseball in motion. Thanks to AT&T internet services, Prep Baseball Tournaments can provide players and coaches with detailed data on metrics such as release, flight, strike zone, exit speed, spin rate, launch angle, and distance.

“When somebody pitches a baseball, we’re going to be able to tell you how hard the baseball was thrown and the ball’s spin rate. The platform will tell us how hard a batter hit the ball, the angle at which it came off the bat, and other metrics,” he said.

The planned radar system requires strong and dependable bandwidth. “Without AT&T and their cooperation to allow us to continue to grow, we would just be a tournament operating company, and that’s a stone’s throw away from what everybody else is doing,” White said. “We can stay ahead and provide the advanced data, metrics, and analytics because we can work through AT&T.”

Prep Baseball Tournaments hopes to provide detailed data to every player. “So, if it’s a 10-year-old team, those numbers aren’t necessarily significant right now, but they can at least see what they are now and then compare the numbers when they come back next year,” he said.

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An easy choice

The AT&T connectivity at the Creekside and Homefield locations facilitates regular and special tournaments, nationally ranked, and scouted events. It enables coaches and scouts to work at the fields and provides families with connectivity that lets them work or play while they’re at the parks. “This provides us options of the highest possible level,” White said.

“Our president, Blake Hibler, has nothing but good things to say about AT&T, so we’ve also gotten tablets and company phones through them. AT&T was an easy choice for the Kansas City locations because of the price point, and with the customer service, it was the best value,” he added.

AT&T worked with Prep Baseball Tournaments to help minimize costs and eliminate stumbling blocks. “They worked well with our team. We didn’t have to pay to get the fiber installed, and we didn’t have to drill holes in the concrete. AT&T was able to find a way around that. That was extremely beneficial, not only for us but for everybody that’s involved. It made our lives a whole lot easier.”

He is pleased with the relationship between Prep Baseball Tournaments and AT&T. “The customer service has been great. Anytime we’ve had issues, they’ve responded swiftly.” He considers this surprising. “Our business with AT&T is far smaller than other customers, but I feel they treat us just as they would many other companies that are probably much bigger operations for them. The AT&T customer service is trying to think through different ideas for us which has been the best part of our relationship thus far.”

Surrounded by the right people

White looks forward to installing the radar technology to tell players how hard and fast they throw and hit the baseball. “Once Creekside is up and running, Homefield will come next, so all 14 ballfields will have video and data metric capability,” he said.

Prep Baseball Tournaments Kansas City is working with AT&T to determine the best way to display the data to players, coaches, scouts, and fans. “We’ll be working with the team installing the radar, our electrical group, and AT&T with the Internet and fiber capabilities,” White said.

He and his colleagues are pleased with their choices to enhance the ballpark experience for everyone involved. “The biggest thing we’re looking to do is separate ourselves, and we say it all the time - great people make for better events. We surround ourselves with the right people, AT&T is right up our alley, and AT&T feels the same about working with us.”



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