

CASE STUDY

Pulsant drums up support for the Royal Edinburgh Military Tattoo

The Royal Edinburgh Military Tattoo is an annual celebration of music and entertainment, staged on the Esplanade of the city's iconic castle.

The event attracts 220,000 visitors each year during the month of August — with an estimated third of that audience coming from overseas to enjoy the spectacle. In addition, it is televised in more than 40 countries, racking up an audience of more than 100 million viewers. But it is not just the scale of its appeal and reach that makes the Tattoo unique; it is the fact that hundreds of performers from the UK and abroad stage daily shows — with two every Saturday — with some lasting more than an hour and a half.

The event has grown tremendously since it first began in 1950 and, for the last 15 years, has been supported by Pulsant. The hybrid cloud specialist supplies network connectivity and cloud services to the Tattoo, and has evolved its offering over the years to enable the show's increased adoption of technology and growth of its digital presence.



CHALLENGE

The project is vastly different in scope to others that Pulsant has undertaken, due in large part to the fact that there is a flurry of activity leading up to the show, with the month of August being particularly busy.

The Tattoo has two sites in the city, a main office and temporary back-up office near the actual venue, both connected to the internet and each other via fibre and Ethernet First Mile (EFM) connections supplied, managed and maintained by Pulsant. In addition, the company also supplies three ADSL connections that deliver connectivity to the venue for use by production staff in the running of the show as well as in the VIP gallery. The Tattoo also makes use of Pulsant Protect across its network.

“The show is a massive undertaking so it's critical that our connectivity supports us throughout the year, especially during the month of August,” explained Ewan Hunter, IT Executive, The Royal Edinburgh Military Tattoo.

TO SUMMARISE...

Client



Business objectives

- ✓ Improved Growth
- ✓ Improved Service

SOLUTION

Pulsant is also responsible for hosting the Tattoo’s website on its Enterprise Cloud platform. The website provides information about the event and acts as a gateway to the ticketing platform. During peak periods, when tickets go on sale, the uptime and availability of the website is critical. As a result, capacity is carefully monitored to ensure that the website can cope with the spikes in traffic and demand.

“The Tattoo is a well-established tradition here in Edinburgh, a tremendous display of Scottish heritage and international talent. We’ve worked closely with the small IT team over the years to ensure we’re advising them on the best technologies to use and supporting the Tattoo in its goal to widen its digital reach,” said Chris Shields, Regional Sales Director at Pulsant.

RESULTS

In the near future IT staff at the Tattoo are hoping to trial a live stream on the website for the first time.

“We’re always looking at new technologies and ways to boost our digital presence. With that in mind, we’re looking to refresh our website towards the end of this year or early next year. A large part of this will be making it more appealing and customer friendly, as well as hosting additional video feeds, which will require a more robust supporting infrastructure behind the website, as well as enhanced connectivity that Pulsant will be helping us with,” said Ewan Hunter.

“The Pulsant team is really responsive and quick to offer advice. We’re really happy with the levels of service they deliver, throughout the year and especially during our peak period from June to September.”



Pulsant Protect

