

# Robust connectivity helps entertainment center level up

- **Business needs** - Connectivity and security for a busy Texas entertainment center.
- **Networking solution** - AT&T Dedicated Internet and AT&T Business Wi-Fi supply the reliable internet service and robust online security the business and its guests require.
- **Business value** - Technology to help the entertainment center to offer the latest high-tech games, security to protect company networks and guests' credit cards and other sensitive data.
- **Industry focus** - Entertainment
- **Size** - 80 employees

## About PLA-MOR Entertainment Center

PLA-MOR Entertainment Center offers south Texas residents 48,000 square feet of family-friendly fun. The PLA-MOR complex includes 24 bowling lanes, a restaurant, bar, laser tag games, an elevated ropes course, rock climbing, a zipline, and all the latest arcade attractions. Families and groups can rent conference rooms or bowling lanes for private parties and other events.

## The situation

In addition to the internet services essential for its back-office functions, PLA-MOR required robust and secure connectivity to support its many games and attractions and supply the Wi-Fi® its guests expect.

## Solution

AT&T Dedicated Internet Service delivers fast and reliable connectivity with the same upload and download speeds, proactive network monitoring and maintenance, and industry-leading performance and service-level agreements. PLA-MOR also chose AT&T Business Wi-Fi to ensure ready connectivity throughout its vast center, augment security for its business needs, and protect guests' credit cards and other data.

## Entertainment is a family tradition

Roque Vela, Jr. was born to succeed in the entertainment industry. More than 50 years ago his parents, Cookie and Roque Vela, Sr., created an entertainment center in Laredo, Texas that drew crowds because of the scope of its wonderful attractions. The center featured bowling, arcade games, a skating rink, movie theater, shops, and even a military recruiting office. The place was a big hit with children and adults.

More recently, the Vela family replaced its original entertainment center and added a second location about 150 miles northwest of Laredo in Del Rio, Texas.

Roque Vela, Jr. managed the family's business in Del Rio before creating a new attraction in Laredo. His PLA-MOR Entertainment Center has many of the same attractions as his parents' locations, including hugely popular state-of-the-art video games in his arcade.

"PLA-MOR offers something for everyone," Vela said. In addition to the latest arcade games, it offers rock climbing, an elevated ropes course, laser tag, and a restaurant featuring family fare. It welcomes school and community groups for banquets, celebrations, and other events. For the over-21 crowd the center includes a full-service bar, where local bands perform most weekend nights.

## A commitment to serving the community

Roque Vela, Jr. has always been committed to his community. He served several terms as a Laredo City Council member and often makes PLA-MOR available to help schools and other nonprofits. "A lot of organizations hold bowling tournaments here as fundraisers," he said.

When a tournament's goal is raising money for scholarships, Vela doesn't accept any fees for the use of his property. "I'm in business to provide for my family, but also to help support our community," he said. He is proud he can help local nonprofits and provide jobs for his community, especially for the area's young adults.

**"The connectivity and accessibility are not limited within the building, thanks to the AT&T access points."**

**Roque Vela, Jr.**  
Owner, PLA-MOR Entertainment Center

PLA-MOR has been the first job of many Laredo teens. “We give them the opportunity to work. I like watching them develop a work ethic and accountability and learn what is expected of them,” he said. “I think it will help them in their careers.”

Like most businesses, PLA-MOR was hit hard by the pandemic. “I think COVID really changed everybody. Dealing with it and running a business day-to-day helped people appreciate what’s most important,” he said. “Making money is important, but the people that you surround yourself with are most important.”

**“Any time I need something, I know I can contact AT&T for help.”**

**Roque Vela, Jr.**  
Owner, PLA-MOR Entertainment Center

## Reliable internet is a must

Internet is crucial for every business, but PLA-MOR requires better connectivity than most to support its sophisticated games and Wi-Fi. Vela chose AT&T Dedicated Internet, which supports critical operations, email, remote access, and productivity. It also satisfies guests.

“It supports our point-of-sales applications, credit card slides, and internet access. If our internet were to go down, we could not operate our business,” he said. “That would cost us thousands of dollars a day, so having a reliable, dependable internet is a must.”

AT&T Dedicated Internet gives Vela’s customers the fastest possible speeds and guaranteed uptime.

Vela appreciates having a strong relationship with his AT&T Business account representative and sales engineer, who recommended augmented security measures. “My reps complement each other, which was important to me. Any time I need something, I know I can contact AT&T for help.”

He agreed to his team’s recommendation of a Cisco Meraki MX68 firewall from AT&T, a unified threat management solution that protects PLA-MOR’s network and data as well as customers’ personal information. The Cisco Meraki MX68 cloud-managed security appliance eliminates the need for manual configuration of the entertainment center’s network and security appliances. It features an intrusion prevention system that detects and neutralizes malicious incidents.

## Robust connectivity

Vela also adopted AT&T Business Wi-Fi Access Points, which provide stronger signals and more consistent performance to cover the huge expanse of the PLA-MOR Entertainment Center’s coverage areas.

The connectivity is robust enough to support all the functions of Vela’s 48,000-square-foot building. “The connectivity and accessibility are not limited within the building, thanks to the AT&T access points,” he said.

The security of the solution gives Vela peace of mind. AT&T Dedicated Internet offers built-in proactive monitoring, and AT&T Business provides a free cybersecurity threat analysis. “Security is important. When people log on to your Wi-Fi, you’re exposing yourself to threats,” he said. “You have to have the right security measures to prevent being hacked.”

## Proactive protection

PLA-MOR guests have not remarked on the strength of the entertainment center's Wi-Fi signal, but Vela believes that's a good thing. "Getting no complaints is good," the former college football standout said. "It's kind of like being an offensive lineman. Nobody notices you until you make a mistake." Vela has not heard any criticism, so he knows his guests are satisfied with the AT&T solutions he has chosen.

In fact, he has decided not to renew the contract of the internet service provider that he uses as a backup. "I'm looking forward to my contract with the other company expiring. I'm getting rid of that because now I am comfortable with AT&T, and having just one provider in my building is going to save me money."

He said he would not hesitate to recommend AT&T Business to other business owners. "I'd tell them that AT&T is the way to go. Having this service is no longer an option. AT&T helps proactively protect your customers' information and of course your business as well. You can't wait until something goes wrong."

Vela looks forward to working with AT&T Business in the future. While he has no immediate plans to expand his business, he agrees with the philosophy of one of his beverage distributors. "My friend says that you either grow your business or you die," he said.

While he is still working hard to return to pre-COVID levels, he is pleased that business is nearly back to normal. "It's good, so we'll eventually look at opportunities to grow," he said.

