

Orlando City soccer stadium kicks off success with a world-class fan experience

Achieves major-league engagement without an IT staff, thanks to Hosted Voice and other managed services

In 2010, Phil Rawlins moved his minor-league soccer franchise from Austin to Orlando and partnered with the club's Majority Owner Flavio Augusto da Silva. By 2015, Orlando City Soccer Club (OCSC) had won Major League Soccer (MLS) status, regularly drawing an average attendance of 33,000 passionate fans to Camping World Stadium, formally known as the Orlando Citrus Bowl. Just two years later, Orlando City completed its journey into professional soccer by opening its 2017 season with a sold-out match at the club's privately-funded and newly built 25,500-seat

“We wanted world-class voice, data and Internet connectivity for the stadium and our corporate offices. We wanted a ‘full-engagement’ video and social media experience for our fans. What we didn’t want was an in-house IT team. Spectrum Enterprise was the one provider able to give us everything.”

- Rob Parker

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soccer stadium. The Orlando City Stadium is now home to the Lions and their National Women's Soccer League sister club, the Orlando Pride.

Challenges

Kickstart ROI with rapid growth in fan spending. To achieve rapid return on the stadium investment, the club's goal was to combine the Lions' and Pride's powerhouse performance on the field with a robust WiFi environment, thrilling video experience and outstanding loyalty rewards program to create the most-engaged fans in MLS—and strong revenues. The challenge was to equip the stadium with connectivity that could handle 25,500 fans using WiFi to earn points for purchases, stream live video of matches in progress and share photos and video on social media.

Keep phone service from draining the budget and Internet bandwidth. OCSC corporate offices used a PBX phone system that inflated overhead costs and made it hard to add phones. In building the new stadium and moving those offices into the complex, Rob Parker, Vice President for Corporate Partnerships, wanted a reliable system that could scale as needs changed. He also needed a voice system that wouldn't siphon capacity from OCSC data connectivity. Plus, he wanted to avoid



Rob Parker, Vice President, Corporate Partnerships Client since 2013

Client profile



Company

Orlando City Soccer Club

Industry

Sports/Entertainment

Services

Hosted Voice
 Ethernet Private LAN
 Fiber Internet Access
 Managed WiFi
 Managed Security Service
 Fiber Connect Plus TV

the capital expenditure required to upgrade the PBX and to free the soccer club from worries about obsolescence and high fees for local calling, inbound toll-free calls and domestic and international long distance.

Avoid having to hire an in-house IT team. Once Orlando City earned MLS status, Parker says OCSC set its sights on building a stadium. The vision was to engage fans with the passionate way soccer is enjoyed in Europe and South America. This meant meshing technology and architecture to create the loudest, most intimidating soccer stadium in MLS. The challenge was implementing this major-league technology without the high cost of hiring in-house IT experts.

Solutions

Recruit a major-league IT partner.

Parker knew that achieving the major-league experience OCSC envisioned meant tapping the expertise of a top player in the IT world. Based on the corporate offices' prior experience with Spectrum Enterprise fiber solutions, OCSC extended that partnership to include all IT, communications and video infrastructure. Parker chose turnkey managed services so the soccer club can stay focused on growing the franchise while Spectrum Enterprise installs, manages and maintains the stadium's multi-faceted solution.

“Our staff can focus on the franchise while Spectrum Enterprise manages the WiFi, Internet, voice and video tools we’re using to grow the club’s success.”

- Rob Parker



Creating a captivating fan experience demanded a solution that could handle large applications and fortify business continuity between the stadium and the onsite corporate offices. The Spectrum Enterprise team delivered that solution with a variety of services:

- Managed WiFi, provided by two redundant five gigabit Fiber Internet Access circuits, lets fans upload photos, stream live video and interact with friends outside the stadium
- The Spectrum Enterprise Ethernet solution securely connects the corporate offices. Because the WiFi runs separately from the Ethernet network, the Club's mission-critical systems and applications stay protected
- Fiber Connect Plus TV provides a layer of excitement to the live experience during games with customized-channel video on screens throughout the stadium
- Managed Security Service protects the network, and accommodates spikes so service stays reliable even on high-traffic game days

Reduce overhead by taking voice service to the cloud. In planning the stadium's infrastructure, OCSC traded its PBX environment for Hosted Voice, a more strategic cloud-based solution that uses a separate fiber connection, protecting the data and Internet connectivity that are so vital in supporting fan engagement. Having Spectrum Enterprise manage everything from network components and transport to upgrades and infrastructure proved more efficient and more cost-effective than installing a new PBX system. Plus, with its cloud presence and reliable fiber links, Hosted Voice provides resiliency that far surpasses what the PBX solution provided so the OCSC doesn't worry about outages disrupting voice communications.



In 2017, OCSC became the fifth highest-value franchise in Major League Soccer, with a team value of \$272 million, according to Forbes' Major League Soccer's Most Valuable Teams 2017 list.

Results

200 phones with zero worries. Parker has seen immediate returns on Hosted Voice. The solution supports 200 phones throughout the stadium, including the corporate offices, guest services, corporate suites and concessions. There is zero investment up front and Hosted Voice reduces overhead compared to PBX fees for both inbound and outbound calls. No IT expertise is needed to upgrade, migrate or add users, support them or even select types of phones and choose add-on features. The OCSC staff can make all these changes in minutes without IT support. Plus, the soccer club can count long-term performance and scalability with Spectrum Enterprise managing all Hosted Voice hardware and software upgrades.

The most exciting fan experience in MLS. Orlando City Stadium's sunken playing field and low rooflines intensify crowd noise. The stadium also features the first full "safe-standing" supporters' section in MLS: a seat-free area where about 4,000 fans sing, drum, wave flags, chant and cheer. Despite the challenges of these architectural innovations, WiFi covers every inch of the stadium. The reliability of this service is critical, especially since ticketing is completely paperless. As fans stream through the gates, scanners use it to verify the e-tickets on each phone. "We don't want fans waiting or having to go to the box office because they can't get in with their smartphone," Parker notes. "We feel very confident with the Spectrum Enterprise WiFi solution."

A loyalty program customized for each fan. Parker has been able to make the LionNation fan loyalty program even more interactive by awarding points that can be

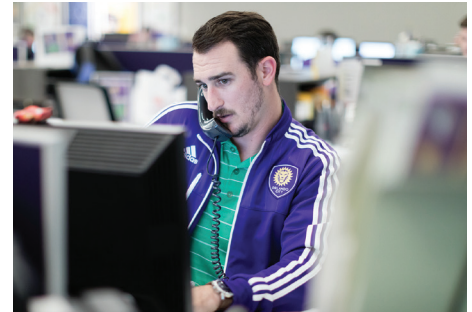


Soccer fans from 50 U.S. states and 50 countries attended the Lions' first game at Orlando City Soccer Stadium.

redeemed for special offers, discounts and exclusive content, including video replays. "This program really has a 'wow' factor," he explains. "Having connectivity is key not just for connecting with fans, but for tracking data on their behaviors so LionNation can provide truly individualized engagement and rewards."

Leaving no one out. Camping World Stadium—the Lions' previous venue—regularly sold out season opening games and hosted an average of 33,000 fans a season making it the second highest average attendance in MLS in 2015 and 2016. The new stadium holds about 10,000 fewer people. Fortunately, even when fans can't get a ticket, the speed of the Fiber Internet Access that supports stadium WiFi makes uploads so fast that fans watching the game on TV or online at home can engage in the real-time action with friends who are at the stadium.

Boosting international soccer tourism and the local economy. The intensity and originality of the live soccer experience inside Orlando City Stadium is attracting fans from across America and around the world. Increased tourism is a bonus particularly for boosting the identity—and struggling economy—of the Orlando's Parramore District where



Revenues have risen substantially since the stadium opened in March 2017.

the stadium resides. Parker says, "The more successful we are with the stadium, the more we can give back to underprivileged children, local workers, and the city of Orlando. So, the bottom line is that creating major-league success takes major-league technology, and that's where we rely on Spectrum Enterprise to give us the edge."

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions, including Internet access, Ethernet and Managed Network Services, Voice and TV solutions, Managed Application, Cloud Infrastructure and Managed Hosting Services. Our team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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