



The Halliwell Jones Stadium – home of 'Warrington Wolves' - chooses Extricom to Enhance their Fan Experience and Generate Revenue Growth

Sporting venues often bring thousands or tens of thousands of people together to enjoy a single event. These days, passionate fans are expecting more than ever to enjoy a reliable and consistent mobility experience and to use their personal devices as they would anywhere else. At the same time, stadium and team owners are looking for ways to make money, to regain revenue from their initial investment. Whilst traditional wireless infrastructure providers have inherently struggled with performance issues within stadium constructions or have had to develop venue-specific additional technologies, the standard Extricom solution with its patented Channel Blanket™ architecture will simply deliver interference-free connectivity and much more, as The Halliwell Jones Stadium discovered.

This stadium is not only an iconic local sports venue but in recent years has been the hub for many community events and provides a model that other leading sports clubs throughout the world have studied. Following the stadium's re-development, Andy Topham, Marketing and CRM Manager at the stadium was looking to deploy an effective wireless LAN solution in both the North Stand at 65m x 12m and the East Stand at 100m x 15m. The East Stand also houses the club's health and education facilities and their banqueting and conference facilities.

'At the end of the current season we knew we were going to build a further new stand to complete the stadium set-up. We needed a wireless solution that was flexible, easily scalable and would remain unaffected by environmental changes. Extricom fitted the bill'

Mr Andy Topham
Marketing & CRM Manager
Halliwell Jones Stadium

'Anywhere Access' Guarantee

Modern sports stadiums are fast implementing wireless networks for many different reasons. The primary business requirements and initiatives that Andy wanted the new wireless LAN to support at Halliwell Jones included:

*Match Day connectivity for staff in order that real time stats and website updates could be carried out easily.

*Match Day connectivity for the Press Box in order that photographers and reporters could send real time match reports, updates and photos.

*Wi-Fi availability to patrons of the hospitality suites on Match Days, during meetings, events and recreation activities.

*Wi-Fi connectivity throughout the function and conference rooms

'We were aware that Extricom had proved to be a successful solution at other stadium venues and that alternate systems experienced problems when dealing with high-density usage and the physical structure and layout of the buildings. The guarantees that Extricom was able to give, along with competitive pricing made our decision to create a collaborative solution between the stadium management team and catering management partner, Heathcotes, extremely easy.'
confirmed Andy.



Project Scope

Deploy Extricom WLAN at iconic sports stadium in time for critical home cup match to enhance the fan experience and generate revenue growth

Solution

1 x EXSW800 Switch

8 x EXRP20 Access Points

2 x 802.11a/b/g Channels

Results

Thousands of fans successfully connected on match days.

Real-time updates enabled for Press.

'Access Anywhere' reliability for staff.

Wi-Fi value-add for visitors and revenue generator for hospitality packages.

The venue consisted of multiple environmental factors that needed to be considered. A combination of metal and concrete open stand space, thousands of concurrent clients, 15 enclosed hospitality boxes and 2 lounges with a capacity of up to 400, as well as the multi-purpose uses of the community areas that included an NHS clinic with their own Wi-Fi deployment meant that the RF interference and high-user density was challenging and would have had ordinary cell-based wireless deployments struggling to perform from the outset.

Simple Deployment

Extricom Installing Partner (and avid Wolves supporters) Solutions House conducted a comprehensive site survey and provided a full demonstration of the unique Channel Blanket™ architecture, designing a solution with a single EXSW800G switch and just 8 EXRP20 access points to provide 2 a/b/g channel blankets of seamless coverage for every area required.



Solutions House commented 'As a result of thorough preparation, the installation went smoothly, to budget and to the complete satisfaction of the client. Administration training was also provided at no extra cost and the customer has now been left with a reliable, guaranteed level of wireless service.'

Installed quickly and directly into the live network in time for a critical home cup match alongside full

redundancy, the benefits of robust, reliable Extricom wireless immediately became apparent, with it being put to use by both press and staff members needing real time connections to update stats and web content. Internal uses on a day-to-day basis include simple internet access, separate and secure guest access and video streaming.

'At the end of the current season we knew we were going to build a further new stand to complete the stadium set-up. We needed a wireless solution that was flexible, easily scalable and would remain unaffected by environmental changes. Extricom fitted the bill – with the additional advantage that our technology plan to upgrade to 802.11n could also be accommodated with no major upheaval or significant additional investment' added Andy.

Added Value Solutions

'The 'Access Anywhere' ease of ownership of an Extricom solution brings added value in a number of ways to the Halliwell Jones Stadium. These days people expect to enjoy a seamless mobility experience, wherever they are and to be able to offer Wi-Fi to hospitality and conference customers is an absolute must as we move forward with the club as a commercial concern' confirmed Andy.

'Capital costs were of course considered and with a solution as reliable as Extricom, that needs minimal ongoing maintenance and management as well as the benefit of being able to sell the Wi-Fi as part of our hospitality packages the ROI was clear for us to see'.