

## CASE STUDY: SAMMY OFER STADIUM



# Next-Gen Wi-Fi 6 Deployed For Next-Level Experiences

### Technology Needs

- High-class wireless infrastructure to improve guest experience and support key stadium operations
- High speed rates and secure Wi-Fi for dense, high traffic environment
- Scalable network coverage for introduction of new and advanced digital services

### Extreme Solution Components

- Extreme Wireless™
- ExtremeCloud™ IQ

“We now have the capacity of monitoring and identifying user connections – features which we did not possess previously. The Extreme solution enables us to monitor the network and identify congested areas and interruptions in the Wi-Fi network more effectively. With these capabilities, we can address issues even before they impact network performance.”

**Shai Pesachov, IT Manager,  
Sammy Ofer Stadium**

“The installed access points combined excellent bandwidth, advanced security, and ML/AI management capabilities together into an enterprise-class solution, allowing the Sammy Ofer Stadium to deploy a high speed and highly secure Wi-Fi.”

**Eyal Cohen-Or, Senior System  
Engineer, Extreme Networks**

Sammy Ofer Stadium, located in Haifa, Israel, is the second-largest sporting venue in the country and one of the most advanced in the region. Seating more than 30,000 people, Sammy Ofer Stadium is not just for sports - it also plays host to a number of events using its on-site resources that help maintain the stadium's utilization and diversify its revenue sources. The key to any event at the stadium is creating valuable user experiences that keep guests coming back.

Since its opening in 2014, the stadium's original wireless infrastructure had become outdated, hindering Wi-Fi coverage across the venue. Plans to introduce new and advanced digital services into different areas of the stadium including functional spaces and staff areas depended on the implementation of a modern, effective, and reliable wireless solution. Sammy Ofer also required increased network speeds to deliver uninterrupted user experiences for hundreds of guests simultaneously. Additionally, the stadium needed to maintain its high rating with UEFA, the European football authority.

In partnership with Extreme Networks, Sammy Ofer Stadium was able to modernize its existing infrastructure and overhaul Wi-Fi connectivity with Extreme Wireless and ExtremeCloud IQ. Strategically placed Wi-Fi 6 APs powered by Extreme's wireless solution provided increased data rates and bandwidth, creating faster, seamless user experiences in the stadium's high-density environments. The newly cloud-managed infrastructure also enabled stadium IT staff to proactively monitor and identify network issues, eliminating downtime and interruptions. After the successful deployment of Wi-Fi 6, the stadium now plans to expand this new level of connectivity to other areas of the venue as it continues to improve and deliver a better guest experiences.

## Results

### Dependable Wi-Fi Coverage

- Simultaneous connection of hundreds of end-users to guest Wi-Fi without interruption.
- Extended coverage to hospitality sections across stadium, stands, and eventually outdoors and entrances.

### Advanced Cloud Management

- Integrated applications provide single view of analytics, reporting, and customized dashboards.
- Simplified visibility and management of wired and wireless network components.
- Proactive monitoring addresses issues before negative impact occurs on network performance.

### Groundwork for the Future

- Connectivity expanding outside the stadium to the entrances means Sammy Ofer can now support its ticketing system with wireless.
- Modernized network infrastructure can now support migration of IoT sensors, cameras and other devices onto the outdoor network.