

The Wireless Experience Rocks at The Glasshouse

Challenges

- Meet evolving expectations of guests and clients
- Ensure successful hybrid events with active audience participation
- Eliminate connectivity issues in high-density environment

Extreme Solutions

- ExtremeCloud™ IQ
- Extreme Wireless Access
- Extreme Wired Access

Aspire Solutions

- Aspires Ultrafast Dedicated Connectivity (UDC)

“This collaboration has significantly upgraded our ability to host a diverse range of events, all the while providing a seamless, high-quality experience for everyone who walks through our doors.”

**Lewis Hyam,
Head of ICT,
The Glasshouse**

The Glasshouse International Centre for Music is a renowned music venue and cultural center in Gateshead, England. The center is comprised of three performance spaces and every year it welcomes more than two million visitors and a wide range of internationally famous artists.

To orchestrate successful events with active audience participation, The Glasshouse needed robust and reliable connectivity that could meet the evolving expectations of guests and clients. The network also needed the capability to handle sudden increases in online traffic during active events. Implementing a solution to address these concerns while maintaining seamless operations was critical to ensuring a positive business reputation and continuity.

In partnership with Extreme Networks and Aspire, The Glasshouse deployed a network solution that not only enhanced the existing capabilities of the venue and its guest experience, but also provided additional capabilities for its clients and staff. Aspire’s UDC solution paired with Extreme’s wireless APs provided users with increased bandwidth, speeds, and an uninterrupted digital experience. ExtremeCloud IQ and Extreme’s high-performing, stackable network switches brought secure segmentation and the flexibility for the venue’s clients to choose between on-premise or cloud deployments. With this modernized network deployment, The Glasshouse has modernized its guest experience and streamlined its operations, maintaining the center’s reputation as leading venue.

“It’s partnerships like these that enable us to maintain our reputation as a leading venue and continue to deliver exceptional experiences for our guests. We’re immensely proud of what we’ve achieved together and excited for what this means for our future events.”

Lewis Hyam, Head of ICT, The Glasshouse



“My experience working alongside Extreme Networks and Aspire to enhance The Glasshouse’s network infrastructure has been exceptional. From the outset it was clear that understanding our unique needs and challenges was a priority for them. Their teams demonstrated not only technical expertise but also a genuine commitment to ensuring our venue could offer unparalleled connectivity and security to our guests.”

**Lewis Hyam,
Head of ICT,
The Glasshouse**

Results



Enhanced Client Experience

- Eliminated connectivity issues will increase likelihood of clients re-booking with the venue
- Seamlessly transition from 100 Mbps to 10 Gbps within minutes
- Compatibility with on-premise or cloud-deployment options minimizes operating costs

Uninterrupted Connection

- Flexibility to handle sudden increases in user traffic due to active events
- Implemented solutions bring scalability support venue’s current and future business operations
- High-performance, stackable network switches enable secure segmentation and advanced policy features

Seamless Audience Participation

- Guests easily connect and participate in events, both in-person and virtually
- Enhanced security features ensure sensitive guest data is protected



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