

Extreme Networks for Sports & Entertainment Venues

Extreme Networks offers a range of networking solutions that can help enhance the fan experience, increase engagement and revenue, improve operations, reduce operational risk and differentiate sports and entertainment venues from competitors.

Here are some ways Extreme Networks can help in the sports and entertainment industry:

- Connect. Provide fast, secure, converged wired and wireless venue connectivity
- Monitor. Collect mobile and application engagement data of connected users/devices during games and events
- Analyze. Devise actionable plans from network-driven business intelligence
- Activate. Deliver compelling, personalized guest offerings; identify tactics to augment game day operations
- Advance. Enhance the fan experience, improve operating efficiency, grow revenue

Make the Network a Strategic Asset

Enhance and Personalize the Fan Experience	Improve Operational Efficiency	Grow Topline Revenue	Reduce Operational Risk
<p>High-speed Wi-Fi Connectivity Extreme Networks Access Points provide high-speed Wi-Fi connectivity throughout sports stadiums, arenas, and entertainment venues. The solution can support thousands of concurrent users and devices, ensuring that fans and customers have a seamless Wi-Fi experience.</p>	<p>Operational Efficiency Extreme Networks' solutions can provide real-time monitoring and analytics for operations, such as crowd control, staffing, and concessions. By analyzing data in real-time, sports and entertainment venues can make informed decisions to optimize resources and reduce waste.</p>	<p>New revenue streams Networking solutions can enable new revenue streams through innovative products and services. For example, sports and entertainment venues can offer AR/VR experiences, mobile ticketing and payments, and in-seat ordering to drive revenue.</p>	<p>Video surveillance and security Extreme Networks offers a range of video surveillance and security solutions that can help protect fans, employees, and property. The solutions provide real-time monitoring, analytics, and alerts for threats and suspicious activities.</p>
<p>Personalized Engagement Networking solutions can provide personalized engagement through targeted marketing, offers, and experiences. By leveraging data and analytics, sports and entertainment venues can deliver personalized experiences that increase loyalty and drive revenue</p>	<p>Automation and Optimization Extreme Networks' solutions can enable automation and optimization of operations, such as lighting, HVAC, and energy usage. By automating and optimizing operations, sports and entertainment venues can reduce costs, improve sustainability, and enhance customer experience.</p>	<p>Sponsorship and advertising Networking solutions can enable sponsorship and advertising opportunities that drive revenue. For example, sports and entertainment venues can offer targeted and dynamic digital signage and displays that enable sponsors and advertisers to reach their target audience.</p>	<p>Cybersecurity Cybersecurity is a critical concern for the sports and entertainment industry, as venues and organizations are increasingly reliant on technology and digital infrastructure. Networking solutions can help address cybersecurity risks by providing a range of capabilities to detect, prevent, and respond to cyber threats.</p>

What We Deliver to Sports and Entertainment Venues



Next-Gen Wi-Fi

- High-Density Wi-Fi
- Seamless fan access and onboarding
- Robust connectivity for peak performance
- Complete venue coverage for seamless roaming
- Flexible mounting options that maintain venue aesthetics
- Under seat, over head, and in-rail mounting options



Application-layer Wi-Fi Analytics

- Complete application insights and visibility
- Detailed understanding of fan mobile engagements
- Determine adoption and usage of team and venue applications
- Three layer of location analytics, including presence, identity, and zone
- Elevated fan experience with value-added promotions and offers
- Increased personalization and engagement



Robust and Intelligent Switching Infrastructure

- Strong network backbone to support today's bandwidth requirements
- Agile, resilient, and secure hardware
- Readiness for back-of-house assets: IP-based video surveillance systems, CCTV, HVAC, and more
- Support and empowers multicast environments



Centralized Network Management and Control

- Wired and wireless management from single pane of glass
- Seamless role-based network provisioning
- Ability to configure the network event to event
- Prioritize access and privileges for users, devices, and applications
- Alleviate the burden of network administration

Why You Should Choose Extreme Networks in Sports and Entertainment

Our purpose-built IT network solutions delivers security, simplicity and scale to modernize sports and entertainment venues and their IT environments.

Why You Should Consider Extreme Networks

There are four convincing reasons to consider Extreme in Sports and Entertainment.



Dedicated Sports & Public Venues Team



Installation and Configuration Resources



Manufacturer Validated Venue Design



Proven Track Record and Consistent Growth

About Extreme Networks

20+ Years in End-to-End IT Network
5x Gartner Magic Quadrant Wired/Wireless Leader
100% Insourced Service and Support



Intelligent Infrastructure

- Intelligent and Flexible
- Built in Security and Automation
- Integrate with Any Network Topology



Cloud Leadership

- Any Cloud: AWS, Azure, Google
- Any Way: Public, Private, Local
- Anywhere: Data Center, Campus, Access/Edge
- Always Secure: 27001, 27701, 27017 ISO Certifications

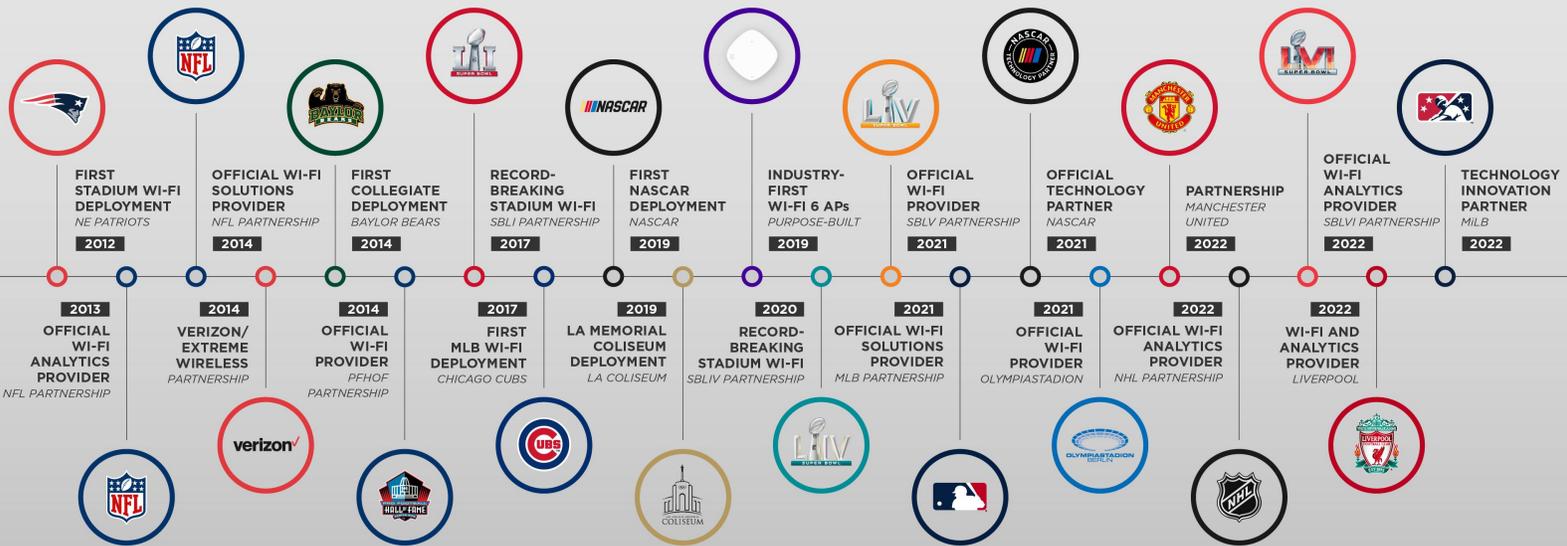


Any Application

WIPs | NAC
Analytics and IoT
Location | Guest Compliance

A DECADE OF MILESTONES

— IN SPORTS —



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