PNC Arena and the Carolina Hurricanes Provide Seamless Connectivity to Fans

Challenges

- Legacy IT Infrastructure that couldn't support increasing fan engagement demands.
- Limited IT resources to maintain their increasingly complex network.
- No access to insight into what fans were doing on their network.

Extreme Solutions

- Extreme Wireless™
- Extreme Switching™
- ExtremeCloud™ IQ
- Extreme Analytics™

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"Fans today don't just want to cheer on their team, they want to share their experience with their friends. They want real-time stats for this game and others happening across the league. The fan experience has changed and Wi-Fi is essential in supporting the new way fans want to engage."

Glenn Johnson, VP of Technology, Carolina Hurricanes

Located in Raleigh, North Carolina, PNC Arena is home to the professional NHL team, the Carolina Hurricanes and North Carolina State University's NCAA Division I men's basketball team. Outside of those two sporting events, the arena hosts over 150 events annually, including conferences, concerts, and shows. This calendar of events brings an average of 1.5 million visitors to the arena each year.

To meet constantly increasing fan demands, PNC Arena and the Carolina Hurricanes are using technology to create a guest-centric arena that can support today's digital fan experience requirements. The arena recognizes that Wi-Fi is no longer an amenity, but a necessity which is why they partnered with Extreme Networks to deliver seamless mobile experiences to fans within the venue.

In addition to their strong, fan facing Wi-Fi the arena has also used network analytics to better understand fan engagement. These tools enable the team to monitor and analyze network performance and gain insight into fan behavior, empowering business decision-making with data such as preferred applications and traffic flow during events.

Results

Enhanced Connectivity

Extreme Wireless provides guests with in-venue Wi-Fi so that they can access mobile applications.

Increased Operational Efficiency

ExtremeCloud IQ streamlines day-to-day network administration, easing the burden on the small IT team.

Access to Network Analytics

Extreme Analytics provides the team at PNC Arena with insight into what fans are doing on the network so that they can create more personalized experiences.