



## CASE STUDY: WISCONSIN CENTER DISTRICT

# World-Class Venue Transforms IT Into a Profit Center

### Technology Needs

- A strong network infrastructure that will enable the venue to differentiate itself from competitors.
- A connection that reaches throughout the three unique venues within the WCD.
- The ability to track clients as they move throughout the building to provide stronger insights to enhance all visitor's experiences.

### Extreme Solution Components

- ExtremeWireless™
- ExtremeCloud™ IQ on AWS



*"The tool suite that is offered to me within this application far outweighs all of the other different Wi-Fi platforms that I've used."*

**Sean Colburn, IT Operations Manager,  
Wisconsin Center District**

The Wisconsin Center District is a convention, meeting, and event space in Milwaukee that has three diverse facility types including an exhibit hall, a sports arena, and a theatre. In order to remain competitive within their industry, the WCD looked into ways that technology could help them differentiate themselves from other venues.

As a result, they partnered with Extreme Networks in order to be able to meet their goals of being a world-class venue and turn their IT department into a profit center that would enhance the visitor's experience.



*"We will continue to use Extreme products because I think they innovate very well, and they are always coming out with the newest technologies. We really enjoy the collaboration we have with Extreme. Their support has been top-notch for us and we work very well with them. That really makes our job easier when we are trying to support our clients and guests."*

**Steve Totzke, VP, Information Technology, Wisconsin Center District**

## Results



### Enhanced Visitor Experience

- Access to data that enables them to make informed decisions to enhance visitor experience.
- Tools to help them address potential threats to connectivity before visitor's devices are impacted.



### Gained Competitive Advantage

- The ability to differentiate themselves from competitors due to the unique insights they can provide from their network.



### Simplified Network Management

- Through ExtremeCloud IQ on AWS, WCD can manage the network in real time to better predict and address network performance issues.