



Columbus Blue Jackets NHL Management Scores with Cisco Unified Communications

Netarx Provides Advanced Cisco Unified Communications Lifecycle Services

• SITUATION •

Columbus, Ohio is the home of the National Hockey League's Columbus Blue Jackets. The professional hockey team plays in Nationwide Arena, one of the world's most beautiful and unique sports and entertainment venues. Although the Blue Jackets management organization itself is made up of a couple of hundred employees, it is also responsible for the day-to-day operations of Nationwide Arena.

"With the traditional phone system, when an event booked the arena, it was a major production to accommodate their needs," says Jim Connolly, Director of IT. "We would outsource that whole task of getting the phone system coordinated and configured for the needs of specific groups."

Connolly not only wanted a flexible solution for arena venue operations, he felt it was crucial for the Blue Jackets organization to have a better way to communicate with fans, the corporate team, its marketing partners, and vendors.

• SOLUTION •

With all of these requirements in mind, a local Cisco® representative referred Connolly to Netarx, Inc., a Cisco Gold Certified Partner. With Cisco specializations in Advanced Unified Communications, Advanced Security, Wireless LAN, Netarx possesses the wide-ranging technology skills Connolly was looking for in an integrator.

The new IP infrastructure would be a completely integrated end-to-end Cisco solution including Cisco Unified Communications. Cisco Unified Contact Center Express would allow all of the individual functions of the Blue Jackets organization to present themselves to the outside world with their own individual personality and function, yet centralize all communications so that each call could be handled efficiently and professionally. Cisco Unity® would provide unified voice messaging, a Cisco wireless WiFi solution for mobile access and Cisco ASA (Adaptive Security Appliance) for network security.

SOLUTION SUMMARY

A new Cisco Unified Communications solution for Columbus Blue Jackets:

- Increased scalability & reliability
- Reduced monthly operating costs
- Provided dynamic call flow processing
- Eliminated outsourcing of tasks

Connolly says Netarx won his business because they were very aggressive, competitive and visionary with their bid, while also showing their competency from a project management and day two support perspective.

"Other solutions had attractive features and even lower price points," says Connolly. "However the specifically versatile nature of the Cisco platform, combined with the demonstrated scalability into new technologies, made us confident that Cisco Unified Communications and the Cisco Unified Contact Center Express product was not only the right solution for today, but for tomorrow as well."

• RESULTS •

With the overall goal of ubiquitous communications throughout the arena, the infrastructure put in place will provide a foundation for additions such as a Cisco Wireless system. To get ready for key groups booking the arena in the coming months, such as the NCAA first-round and the NHL Draft, wireless communications will be added.

Connolly and the Blue Jackets organization are enjoying the features of Cisco Unified Communications, and are no longer spending \$10,000 per month on outsourced services.

"The Cisco solution deployed by the Netarx team exceeded all of our objectives," adds Connolly. "A lot of people think that all you need from a phone is dial tone, but it is much more complex than that. This is a communications system that will be a business driver for us."