

CASE STUDY

Stadium Connectivity Plan

CLIENT | AFC

ABOUT THE PROJECT

INDUSTRY	Telecommunications
SERVICES	General Advisory Telecommunications Resourcing Design & Project Delivery Network Deployment
SOLUTIONS	Fixed Networks Mobile Networks Internet of Things Business Intelligence OSS/BSS
DURATION	3 months



THE CLIENT

The Asian Football Cup was a multi venue sporting event held in Australia in 2015 where 16 teams played matches in stadiums across the country over the course of 4 weeks.

Digital media is one of FIFA's key strategies in the growth of the game, particularly in emerging soccer nations such as Japan and China, who have the potential to contribute immense commercial value, therefore enabling the attending media to upload online match reports during the game was a critical factor in the success of the tournament overall.

THE PROJECT

GQI's project was to ensure the delivery of 'tournament ready' network connectivity to each host venue by either enhancing the existing infrastructure or deploying new technology solutions. This not only included ensuring that the attending media had sufficient connectivity but also critical match day operations including Ticketing, Retail Point of Sale and Security.

The success criteria for this project was measured by the following:

- Performance of the network to the governing body's standards.
- Strict budget considerations – the project finance was driven by sponsors looking for solid ROI.
- Working to a fixed tournament schedule - delivering within schedule was critical.

CASE STUDY

Stadium Connectivity Plan

CLIENT | AFC

THE STORY

GQI produced a detailed report including a stadium by stadium technology plan which ensured the technical requirements were met. This report was used to engage System Integration and technology suppliers to implement the solution.

A key to the success of this project was engaging the stadium technical teams and managing these stakeholders closely as they held a deep knowledge that was critical to the success of the project.

THE BENEFITS

This project's success was reinforced by leaving a technology legacy at each venue where the solutions deployed were integrated into the stadium's overall services. This has ensured good communications infrastructure at these stadiums to host more sporting events in future including the Rugby League World Cup.



SYDNEY



Level 8 Suite 33 100 Walker Street.
North Sydney. NSW 2060. Australia



+61 2 9455 0558

MELBOURNE



Suite 927, 1 Queens Road.
Melbourne. Vic 3004. Australia



+61 3 9867 6959

BRISBANE



Level 2, 200 Creek Street.
Spring Hill. QLD 4000



+61 7 3167 1215