

IBM Elevates Team Experience at Children's Healthcare of Atlanta Training Ground; Home of Atlanta United Football Club

IBM is Bringing its Expertise in Sports Venues and Team Performance to Enhance Team Performance at AUFC Practice Facility

ARMONK, N.Y., Sept. 21, 2017 /[PRNewswire](#)/ -- IBM (NYSE:[IBM](#)) is bringing its expertise in sports venue infrastructure design and implementation to the practice field for newly formed Major League Soccer Club, Atlanta United, providing a year-round, state-of-the art technological experience for the players and staff.

The IBM solution will enhance the overall team operations experience with better coverage for the Wi-Fi systems to meet management, coaches, and players' expectations for wireless connectivity to mobile devices, e-commerce and entertainment options and delivery of data.

Additionally, Interactive Digital Signage and Media Distribution will provide a world class personalized experience for team operations as well as secured mobile, cloud and social access for management, coaches, and players. Integrated monitoring and security infrastructure will also be implemented to provide a secured practice venue utilizing the latest in physical security systems. The IBM developed solution will leverage a single fiber infrastructure, which allows for lower cost to acquire and operate the solution.

IBM is designing and deploying a converged fiber optic technology infrastructure. The IBM solution includes:

- Passive Optical Networks (PON) for Wi-Fi, physical security cameras and access control
- Audio visual infrastructure such as IPTV for the facility which will allow team operations to interact and receive broadcasted games into the facility from the Mercedes Benz Stadium (the team's game-day stadium) and to summon multi-camera replays, video-on-demand, game-tracker visualizations, head-to-head matchups and more
- A physical security system for the new practice venue will include badge access and security cameras

"IBM has helped to create an innovative technology architecture solution for our Atlanta United soccer franchise," says Jared Miller, chief digital officer, AMB Sports and Entertainment. "We are proud to have them as our partners for both our Children's Healthcare of Atlanta Training Ground as well as Mercedes-Benz Stadium."

This follows the strategic partnership between IBM and AMB Sports and Entertainment to deliver a game-changing fan experience at the new Mercedes-Benz Stadium which will enable AMBSE to provide highly advanced, interactive technologies for sporting events including Atlanta Falcons and Atlanta United games as well as concerts and other marquee events.

"More and more, teams are investing in dedicated, state of the art practice venues, which provide an opportunity to recruit, train, and prepare some of the best athletes in the world" said Roger Hasson, general manager, IBM Services. "Our model to enhance team performance is to first, design, build and manage the infrastructure to support team operations in the practice venue, and then, at the appropriate time, design, build and manage to serve as a digital command center for talent management year-round."

IBM's Services aspires to be the digital reinvention partner for leading Sports and Entertainment clients across the world and formalizes the design that IBM interactive experience, the industry's largest hybrid digital agency and consultancy, has delivered for events such as The Masters and the tennis Grand Slam events -- Wimbledon, US Open and Australian Open. The practice is the integrating front end of IBM's proven sports capabilities -- spanning personalized fan engagement (mobile and web) with clients like US Open and The Masters, data management for team performance with the clients like the Toronto Raptors and USA Cycling; and the optimization of venue infrastructure for venues like Atlanta's Mercedes-Benz Stadium and Kyle Field at Texas A&M.

The full suite of solutions IBM brings to the 'smarter-stadium' market includes fan engagement platform design consulting, IBM Sports Insights Central Digital Command Center for team performance, the IBM Transformative Sports Enterprise Architecture including fiber-based networking, flash storage, wireless networking and open-standard hybrid cloud delivery as the basis of emerging business solutions.

About IBM Global Technology Services

IBM Global Technology Services offers end-to-end IT consulting and business services supported by an unparalleled global delivery network that is transforming its business to lead in an era of Cognitive and Cloud. As a cloud services integrator, GTS is managing the services and underlying infrastructure in an integrated and unified way. It is modernizing clients' IT environments to help them meet the increasingly complex customer demands. GTS provides clients with innovative technology solutions that help them to improve their business processes and in turn, profitability.

For more information on IBM's Sports and Entertainment consulting services, please visit - www.ibm.com/sports.

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