



Going for a Song – The Art of Communication

Unique new opera venue ready for the 21st century

CUSTOMER NAME: **Wexford Opera House**
INDUSTRY: **Media**
LOCATION: **Wexford, Ireland**
COMPANY SIZE: **16 employees, growing to 200 artists & crew during festival period**

Case Study



BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **State-of-the-art IT network at the heart of iconic new building**
- **Fast, reliable ticket order processing saves 60 staff hours a week**
- **Ability to scale in support of a ten-fold increase in user numbers during festival**

BUSINESS CHALLENGE

For more than half a century, the internationally acclaimed Wexford Festival Opera was produced annually at the town's Theatre Royal. That was until 2008 when the Wexford Opera House opened. Last year the iconic venue hosted a staggering 200 events, attracting well over 100,000 visitors.

Managing artists and support staff during the festival, issuing tickets and preparing for the year-round calendar of events requires a monumental effort for a team of just 16 full-time staff.

According to Aisling White, Operations Manager for Wexford Opera House: "The Festival is a huge economic and social boost not only for the town but for the rest of the country as well. The Opera House attracts visitors all year round and we would find it hard to cope without the best systems in place."

During the Festival period, cast & crew numbers swell to 200. So, not only does Wexford's state-of-the-art telephony and wireless data network need to be incredibly scalable, it must be intuitive and easy to use too – even for inexperienced staff and visitors.

SOLUTION AND RESULTS

At a cost of €31 million, Wexford Opera House is the result of fifteen years of careful planning. Its award-winning design and performance spaces, complemented by an innovative wireless network infrastructure, deliver an unsurpassed visitor experience.

- Cisco Power over Ethernet switches with Aironet access points provide wireless connectivity for artists, staff and visitors alike.
- 55 IP telephones improve call handling and staff communication.
- Intelligent voice and data systems integration has improved staff productivity by 10%.
- Cisco routers ensure high bandwidth and 24x7 network availability for fast, reliable online ticket processing.

In its inaugural year, Wexford Opera House sold 35% of festival tickets online, far more than anticipated. Availability of the Cisco network ensured 100% success rate in order processing.

As White explains: "We're a small but very busy team working within a very tight budget. There are times when the pressure is on but with our online ticketing system being backed up by Cisco, we know that's a big chunk of work off our hands."

"Technology makes us seem like a much bigger team than we are. We couldn't run a venue like the Opera House without having the very best systems in place. Cisco is a key part of that."

Aisling White,
Operations Manager, Wexford Opera House

Wexford Opera House's Cisco Unified Communications system and wireless network infrastructure was implemented by Datapac, a Cisco Premier Certified Partner and Wexford Opera House Official ICT Partner.

For more details please visit www.cisco.com/uk/smb