



Sydney Cricket & Sports Ground Trust Puts Fans at the Center of the Action

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Jane Coles

GM of Membership, Marketing and ICT, Sydney Cricket & Sports Ground Trust

Sydney Cricket & Sports Ground Trust

- Industry: Sports & Entertainment
- Founded: 1848
- Capacity: 46,000
- Headquarters: Sydney, Australia
- Website: www.sydneycricketground.com.au

Stadiums Go Digital and the Crowd Goes Wild

The Sydney Cricket Ground (SCG) has been a centerpiece of sports for more than 160 years. Today it is at the heart of the digital revolution sweeping the live-sports landscape.

Between their HD TVs, tablets, and smartphones, sporting fans already have a multiscreen experience that connects them to more content—and other fans—while watching the game from anywhere. As a result, venues have to shift from turning the lights on for the main event to delivering the ultimate live experience fans can't get anywhere else.

The goal, as defined by the Sydney Cricket and Sports Ground Trust (the Trust), was to engage fans in new ways and add to the live experience of being at the venue.

The Trust manages two of Australia's most recognized sport venues, the SCG and Allianz Stadium. The SCG precinct is a foundational site in Australian sports, which has hosted more elite sports than any other comparable precinct in the world. The SCG, Allianz Stadium, and the Sydney Sports Ground have provided the stage for superstars from Major League Baseball, cricket, rugby league, rugby union, soccer, athletics, AFL, cycling, boxing, and all manner of other sports. The grounds are on the doorstep of the Sydney central business district and host more than 100 sports and concert events each year, which attract nearly two million fans.

To provide a rich digital experience, the Trust needed technology that not only offers seamless connectivity for fans, but also improves the live game experience for each individual in attendance.

"Winning for us is only about one thing...the fans." — Jamie Barkley, CEO, Sydney Cricket & Sports Ground Trust.

With Cisco Connected Sports and Entertainment™ solutions, Cisco has helped the Trust accelerate its digital transformation and evolve from having a one-way impact on fans to a two-way dialogue with fans. All made possible by a platform that delivers the business flexibility needed to address the unique requirements of each event.

More Connected, More Engaged

With high-density Cisco Connected Stadium™ Wi-Fi, the Trust seamlessly connects fans at every corner of the stadium. The results speak for themselves. Not only do fans use mobile ticketing at greater rates, the number of photos shared with the stadium by fans has doubled. And sales are increasing—the Trust saw a 47-percent increase in its food and beverage revenue after adding an express mobile app, which lets fans order from their seat and pick up at their convenience, reducing wait times.

The easiest way to improve customer experience is to learn as much as you can about your customers. Thanks to Cisco® Connected Mobile Experiences (CMX), the Trust knows its fans better than ever—analyzing Wi-Fi data and gleaning additional insights from the rich stream of data produced by fans' digital interactions.

The business opportunities are enormous. For a start, fan demographics and behaviors can be analyzed to deliver tailored content to the right customers at the right moment, creating more memorable and impactful experiences.

Immersive and Customized Experience for All Events

In addition, fans remain within sight of all the action no matter where they happen to be in the stadium. Each of the 1700 Cisco StadiumVision™-powered HD displays around the venue—and large LEDs and superscreens—can be customized to deliver live event footage and the targeted messages, promotions, and sponsor activations that matter most to the specific people around them. This not only makes for a fan experience that's more connected, immersive, and interactive, but it also brings additional value to partners and sponsors.

Flexibility is vital. The Trust operates in what is one of the most competitive sporting markets in the world. A sold-out cricket match at the SCG might be taking place at the same time as the A-League's Sydney soccer derby—a fixture that draws more than 40,000 people to Allianz Stadium. A major international touring artist will begin to bump in for a series of concerts the very next day.

In seasons past, the transition between sports and events was costly, time consuming, and involved a lot of manual labor. With the Cisco solutions, event organizers can now rebrand Allianz Stadium's concourses, seating bowl, and corporate facilities with the click of a mouse.

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Building a Foundation for Future Success

One thing doesn't change—the commitment to delivering a world-class fan experience. With Cisco's help and solutions, the Trust is evolving what it offers to fans based on their preferences and trends. This technology foundation enables the Trust to deliver a one-of-a-kind event, adding value back to the business, partners, and, most importantly, the fans.

“I think it's really exciting to consider what the evolution will be like in three to five years' time. As a huge advocate for the customer experience and ensuring that the customer is at the center of everything we do here, we look forward to seeing where this journey will take us.” — Jane Coles, GM of Membership, Marketing and ICT, Sydney Cricket & Sports Ground Trust

Solutions and Technologies

- [Connected Stadium](#)
- [Connected Stadium Wi-Fi](#)
- [Connected Mobile Experiences \(CMX\)](#)
- [Cisco StadiumVision \(now Cisco Vision for S&E\)](#)
- [Cisco ISE](#)
- [Cisco Prime Infrastructure](#)
- [UCS Servers](#)