



# Toronto 2015 uses innovative technology to share the spirit of the games.

The 2015 Pan Am/Parapan Am Games were a major international multisport event that took place over 17 days in July and 9 days in August. The games—held in Toronto, Canada—brought 7000 athletes together for 445 events in 65 sports. From the start, the Toronto 2015 Pan Am/Parapan Am Games (TO2015) Organizing Committee wanted to deliver an amazing digital experience for athletes and fans.

Easy-to-use, reliable connectivity was not only key for the competitions themselves, but it was also key in bringing athletes, fans, volunteers, and people across the world together. The committee knew that, if it was done right, digital technology could help create the shared experiences, connections, and enthusiasm that form the spirit of the games.

## CUSTOMER

Toronto 2015 Pan Am/Parapan Am Games Organizing Committee

## LOCATION

Toronto

## CHALLENGE

- Deliver technical and digital support for the largest multisport games in Canada.
- Network 56 venues across 250 miles.
- Provide reliable results services, logistics systems, and live broadcasting.
- Deliver superior Wi-Fi for athletes, officials, media, and fans.
- Guard against security attacks.

## SOLUTIONS

- Cisco® cloud
- Cisco Collaboration
- Cisco enterprise networks
- Cisco video
- Cisco Security
- Cisco Services
- Cisco architecture

## RESULTS

- Delivered the most connected Pan Am/Parapan Am Games to date
- Ensured continuous network connectivity
- Thwarted thousands of security risks
- Provided over 2.4 million hours of free Wi-Fi for 155,674 unique users
- Facilitated the transfer of over 80,000 digital photo souvenir postcards
- Delivered on time and under budget



*“Cisco will connect us to the ‘People’s Games’ and help make them affordable and accessible for all Ontarians.”*

– Charles Sousa,  
Canadian Minister responsible for  
the Pan Am/Parapan Am Games

### **The challenges**

The 2015 Pan Am/Parapan Am Games would be the biggest international games ever held in Canada, and the organizing committee wanted to deliver an exceptional digital experience for everyone. To provide the right digital infrastructure, it would need to quickly build 2 data centers and networking that would support 56 sporting and noncompetition venues across 250 miles.

The committee members needed network connectivity and technology that would work together to deliver excellent service for all stages of the games, from planning to support during events to fan engagement solutions. To run the games, they needed to make sure services provided reliable scoring, timing, and results systems; games management logistics systems; live TV broadcast; and Internet and technology at all venues. They needed secure, reliable, fast solutions, and ones within their budget. And they were looking for solutions that invested in the community by leaving behind a technology legacy that would continue to benefit the region long after the games. The committee had to find a vendor that could deliver.

### **The solutions**

The organizing committee partnered with Cisco to help make the TO2015 Games the most connected Pan Am/Parapan Am Games ever. From the interactive countdown clock, which had a kiosk for taking and sharing photos, to the closing ceremony and beyond, Cisco solutions created opportunities for athletes, fans, visitors, and volunteers to connect.

*Eighteen thousand network ports, more than 2000 Wi-Fi access points, and more than 100,000 meters of cable made sure that spectators, officials, and athletes had access to information when they needed it.*

 **Cisco connected fans and athletes through 575 televisions, 2000-plus Wi-Fi access points, and 350 million website hits, as well as 6525 radios.**

Cisco—together with TO2015 technology sponsors Atos, Allstream, beanfield Metroconnect, and Scalar Decisions, as well as Cisco technology partners AmpThink and Lancope—built an end-to-end network infrastructure for the games. Cisco TelePresence® products, wireless, network security, collaboration, video, cloud services, and Cisco Unified Computing System™ (UCS) solutions came together to support the games.



### Cisco solutions

|  |   |   |  |   |   |  |
|--|---|---|--|---|---|--|
| <br><b>Cisco cloud</b><br>Unified cloud<br>Hybrid compute | <br><b>Cisco collaboration</b><br>Hosted Collaboration Solution<br>Cisco WebEx® software<br>Cisco Jabber® software<br>Unified Contact Center | <br><b>Cisco enterprise networks</b><br>Connecting 57 venues<br>Cisco Prime™<br>Network registration | <br><b>Cisco video</b><br>Digital signage<br>IPTV<br>Cisco TelePresence | <br><b>Cisco Security</b><br>Next-generation firewall<br>Email and web security<br>Identity Services Engine<br>FirePOWER™ IDS/IPS | <br><b>Cisco Services</b><br>Cisco Managed Services<br>Cisco Advanced Services | <br><b>Cisco architecture</b><br>Stadium Wi-Fi<br>Connected Healthcare<br>iServices<br>Connected Mobile Experiences |
|--|---|---|--|---|---|--|

An average of 29,000 wireless devices were connected to the Cisco network each day during the games, and Cisco provided more than 2.4 million hours of free Wi-Fi. In total, 155,674 unique wireless devices were connected over the 26-day event, consuming over 79 terabytes of data. And the Cisco network never went down.

### The effect of Fast IT

Cisco was able to quickly convert many of the venues, some multiple times. They successfully set up the Pan Am Dome in just a few days for the opening ceremonies, and then immediately reconfigured for the Toronto Blue Jays games. Then they quickly converted it again for the closing ceremonies.

### Making Cisco TelePresence connections

The games made sure visitors were greeted and helped in person with the Cisco TelePresence solution, which used live, two-way high-definition video to connect virtual volunteers to visitors. These virtual volunteers assisted fans, athletes, and media in real time and greeted an estimated 42,000 people in venues across the greater Toronto area. Cisco TelePresence technology also allowed media to have access to live, face-to-face communication with athletes and medalists for interviews and press conferences. This meant athletes had a wider platform to tell their stories, and journalists covered events across more than 50 venues and hundreds of kilometers.

Athletes and fans used Cisco Interactive Experience Platform kiosks to quickly and easily get information—not only about venues, ticket information, and participating countries, but also about the action surrounding the games. Between the interactive kiosks and the countdown clock, people took and instantly shared more than 80,000 souvenir photo postcards—for free.





#### A health boost

Cisco used telemedicine to bring remote healthcare to the games. Athletes had unprecedented access to healthcare professionals and experts right away, no matter where the athletes were. Through a telemedicine cart and Cisco TelePresence SX20 Quick Set video solutions, doctors onsite connected with athletes to provide immediate help and prevent further injury. Similar technology connected fans to health experts.



#### New generation of learning

Through the Cisco I CAN Develop program, more than 300 students from 23 Cisco Networking Academy® schools worked with Cisco engineers and staff in a 2-year program to help design, build, and run the networks for the games. Even after the games, Cisco is continuing its I CAN Learn science, technology, engineering, and math (STEM) program in the region to encourage interest in math and science and to promote successful careers in technology.



#### Successful security

Because world-class events attract significant cybersecurity problems, Cisco worked with TO2015 and partner Scalar Decisions to develop a comprehensive approach to information security. Comprehensive information security (infosec) solutions for the games kept data secure, from accreditation credentials to scoring and results.



*“Through Cisco’s innovative technology, team experience, and dedication to the games, we were able to deliver the most digital Pan Am Games in history. They enabled us to provide spectators, technical officials, and our operations team with a level of connectivity that would not have otherwise been possible. Their expertise and ecosystem are unparalleled, and the success of the games would not have been possible without their support.”*

– Brian Cook, vice president of IT, TO2015

## Conclusion

The TO2015 Games were the most digital games in history. And while the games are over, they were really just the beginning. Cisco has left behind a technology legacy, from the sporting venues that will continue to benefit from advanced networking technology to technology for Ontario high schools and colleges to nonprofit organizations across Canada.



*“Building an end-to-end network infrastructure for the TO2015 Games has showcased the possibilities of Fast IT and will serve as a platform for continued digital growth, which spans beyond the games. This technology legacy will continue to support athletic and educational excellence, scale and impact across the not-for-profit sector, and set the stage for future economic growth.”*

– Bernadette Wightman, president, Cisco Canada

For more information about the Toronto 2015 Games, visit <http://www.toronto2015.org/>.



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