



A winning team

The road to becoming a champion isn't an easy one, and anyone in the National Football League will tell you the same truth: no one gets there alone. For a high-profile team like the Tennessee Titans, the relentless drive to gain ground depends on everyone in their organization working together as efficiently and effectively as possible. With a partner like Windstream Enterprise lined up beside them, the Titans made critical network upgrades that helped them ensure their players, coaches, front office staff and fans can expect top performance at the most important times—even when they're not in the stadium.

TENNESSEE TITANS

Industry

Professional sports/entertainment

Customer

Major NFL franchise

3 locations in Nashville

Employees: 225 full-time

Challenges

Meeting increasing bandwidth demands

Extending LAN to new location

Short implementation window

Solutions

Fixed Wireless

MPLS VPN

Results

Improved connectivity

Monthly cost savings

Network reliability

Speed on and off the field

When you're the #1 sports property in Middle Tennessee, you can say two things for certain about your fans: they're loyal, and there are lots of them. Each game day 70,000 people join the Titans at Nissan Stadium in Nashville. And as fans' needs grow and change, so will the demands on the organization built to support them and the team they love.

For the Titans, the real problem to tackle was ensuring the strength of their communications infrastructure as they considered a necessary—and very urgent—expansion of their organization's head offices.

"When we decided we were outgrowing the building we were currently in, we looked for some space and we actually found a building across the street," says Russ Hudson, director of information systems for the Tennessee Titans. "We were in kind of a time crunch to try and get moved in."

Maintaining the quality and speed of their communications network were both immediate concerns. Extending their LAN using a traditional point-to-point solution would be too expensive to fit within the organization's allocated budget for the move. But their top priority was to ensure the same fast, seamless, interconnected experience for offsite staff as if they were still inside the stadium.

The Titans' competitive mentality is the same whether they're on the field or in the front office: a great team adapts quickly because it can stay connected and in sync when pressure is the highest.

Up and running

The Titans' more than 10-year relationship with Windstream Enterprise allowed them to work closely together to create a highly customized solution. Following an onsite evaluation, Windstream Enterprise identified the Titans as an ideal candidate for Fixed Wireless: a digital microwave technology capable of delivering carrier-grade Ethernet and Internet access to their new location.

The Titans' initial concerns about the option were around speed and reliability. Could something like bad weather actually affect their uptime? Windstream Enterprise helped them lay those concerns to rest and delivered on their priority for network quality while also addressing both of their immediate concerns: money and timing.

"I would say we're probably saving \$1,500 a month just by going with this solution," says Hudson. "The main reasons for doing this were twofold: one was cost savings and the other was the timeline. This solution was going to get in two months quicker, and that helped us tremendously."

"I would say we're probably saving \$1,500 a month just by going with this solution."

The Fixed Wireless solution also addressed the Titans' reliability concerns around extending their LAN. It helps ensure connectivity for IP voice, Internet and all normal file and print sharing traffic running between all locations—whether users are in the stadium, the new office, or the team's practice facility.

Ahead of the game

With 70,000 very satisfied fans enjoying reliable wireless access at Nissan Stadium and a quick implementation of Fixed Wireless to support their office expansion, the Titans have a network solution in place that's built specifically for their needs: speed and reliability at any location. And more importantly, they're well-positioned to meet evolving network demands in the future and keep their whole team working seamlessly together.

"They're looking out for our best interests."

"Windstream Enterprise has always been very flexible and looking to find the right solution for us," says Hudson. "They very easily could have said, 'Hey, you need to run fiber,' and made \$1,500 more per month. But instead, they looked to partner with us to try to find the best solution at the best cost that gave us all that we needed. They're looking out for our best interests."

About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today's most complex networking and communication challenges.

To learn more about
Windstream Enterprise, visit
windstreamenterprise.com

**WINDSTREAM
ENTERPRISE**

CONNECT. TRANSFORM. ELEVATE.