



LOUISIANA SUPERDOME

Industry
Hospitality**Daily Use**

- Command and control
- Event management
- Facilities management

Solution

- Automated, Wi-Fi solution, built around Polycom® SpectraLink® 8000 Series wireless telephones and the Intech EventTraxx system, enables 110 event staff to report and respond to a range of incidents
- Flexible menu of 50 customizable messages and one-touch calling lets staffers communicate with Command Post operators
- Streamlined, auditable system tracks and manages incidents

Results and Benefits

- Efficient communications enhance productivity, security and safety in the Superdome
- Easy-to-use wireless telephones and text menu simplify staff training process
- Preserved record of each incident protects SMG and Superdome from liability
- Performance data helps track and expedite incident response times
- Real-time communication eases burden of managing simultaneous events at Superdome complex

Louisiana Superdome Enhances Efficiency, Safety and Security with An Integrated Solution from Polycom, Intech Studios and SMG

Overview

The 13-acre Louisiana Superdome in New Orleans is the largest fixed dome structure in the world. Attendance at major events can exceed 85,000, and when crowds fill the adjacent New Orleans Arena, the total turnout can top 100,000.

The Superdome's size makes managing events a massive logistical challenge. In a single afternoon, ticket takers, ushers, housekeepers and other event staff must quickly report and respond to hundreds of incidents ranging from minor spills to medical emergencies. Ensuring the safety, security, and comfort of guests requires staffers to act immediately and communicate clearly. But the noise and commotion of a major event can make responding difficult.

That's why SMG, the industry-leading venue management firm that operates the Superdome complex, deployed a real-time, wireless communication platform that integrates full telephone functionality from Polycom with a comprehensive incident tracking system from Intech Studios. The solution allows event staff to streamline communications throughout the Superdome, reduce incident response times, track incident status, and simplify employee training.

Communicating On Demand

Communication is essential for managing events in the Superdome, where a New Orleans Saints game can require SMG to bring over 1,000 part-time team members on site. For years, event staff relied on a mix of two-way radios and cellular phones to call supervisors for assistance in cleaning up spills, crowd control issues, and repairs.

"We recognized the need for a communication solution for our remote users," recalls Dave Stewart, chief technology officer at SMG, which operates 220 other venues worldwide.

After a major Wi-Fi network upgrade, SMG found a solution that gives staff the flexibility of both text and voice communication. "We saw a great opportunity to connect our staff using text- and voice-capable wireless phones," says Tim Suire, Manager of Event Services for SMG.

Combining Wireless Telephony and Text Messaging

Working with Intech Studios and Polycom, SMG deployed a Wi-Fi text-and-voice solution that allows 110 event staffers to report incidents by selecting from a simple, customizable menu of about 50 messages directly from their Polycom® SpectraLink® 8000 Series wireless telephones.

"The Polycom and Intech solution helps us provide a better and safer experience for every one of our guests. It's an important part of our effort to ensure the Superdome remains one of the world's premier event venues."

Dave Stewart, SMG Chief Technology Officer, Louisiana Superdome

“Polycom phones are durable, and they need to be, because they’re in use for hours at a time. These communication devices are essential to our operations.”

Tim Suire, SMG Manager of Event Services, Louisiana Superdome

Workers use the messages to communicate the nature of the incident (wet or dry spill, outages, medical emergencies), their location, and whether they need assistance. Command Post personnel can respond via text, dispatch assistance, and manage the incident until it is resolved. Though the majority of messages advise of spills, visual on-screen cues give special priority to urgent alerts.

Operating on a converged voice and data Wi-Fi infrastructure, SpectraLink 8000 Series handsets provide the ideal platform for the EventTraxx system, which Intech initially developed for the Superdome. SpectraLink wireless telephones are easily integrated into existing systems, and they provide the durability and reliability SMG needs to optimize the efficiency, safety and security of Superdome events.

The SpectraLink 8000 Series handsets also free team members to communicate by voice with supervisors or other staff. Because the wireless phones are tied to the Superdome’s PBX system, workers make and receive calls at any time.

Improving the Guest Experience

With the Superdome welcoming so many guests (the Saints alone drew more than half a million fans in 2009), the solution helps SMG take some important precautions. Managers can keep a record of every incident complete with date and time stamps, and sequence of communications, along with notations and the names of all parties who responded—a key advantage when an incident results in legal action.

“The Polycom and Intech solution helps us provide a better and safer experience for every one of our guests,” says Stewart. “It’s an important part of our effort to ensure the Superdome remains one of the world’s premier event venues.”

Ensuring Ease of Use, Always

“The Polycom phones and EventTraxx system are very easy to use; that’s crucial because it requires minimal training for our part-time staff,” says Suire, who says the system and devices provide many benefits to event operations. “With Polycom and EventTraxx, you can use the device to resolve the incident without ever talking to an operator.”

But whenever necessary, a Superdome team member can use his or her Polycom unit to speed-dial the Command Post or make a traditional phone call to an in-house extension. “Polycom phones are durable and they need to be, because they’re in use for hours at a time,” says Suire. “These communication devices are essential to our operations.”

For SMG and the Superdome, the combination of Polycom and Intech delivers in other ways. “Polycom and Intech create solutions that help us run our business,” Stewart says. “They don’t just sell us products. They partner with us.”

Future plans call for performance improvements. “Combining Polycom and EventTraxx allows us to get real statistics about our usage,” says Suire. “We’ve established a baseline we can use to measure our response times, enhance our productivity, and ultimately expedite incidents faster.”

Learn More

To find out how Polycom solutions can help your organization, visit us at www.polycom.com or speak with a Polycom Account Representative.

For information on EventTraxx from Intech Studios, visit www.eventtraxx.com.

Partner

www.intechstudios.com



www.smgworld.com



Product Listing

Real-Time Communication and Collaboration

- Polycom SpectraLink 8000 Series wireless telephones
- Real-time messaging using the Polycom SpectraLink Open Application Interface (OAI)

Partner Solution

- Intech Studios EventTraxx event management solution

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