

BMW International Open Organizer provides players and visitors with secure high-speed Internet access

"We are very happy to have won with Alcatel-Lucent Enterprise as our Connectivity Partner and are highly satisfied with the success of this project which enabled us to offer the players, journalists, partners and spectators the high-class connectivity that they are entitled to expect. There were no failures or complaints at all. In short: everything went exactly as we had imagined it, and we would be very pleased to further expand our cooperation with Alcatel-Lucent Enterprise at BMW International Open."

Jörn Plinke, Tournament and Project Manager at BMW International Open

BMW International Open, one of the highlights of the European golfing calendar, attracts some of the game's greatest stars and dedicated sports fans each year. Since 2016 BMW has been providing players, visitors and journalists with secure high-speed Internet access and online connectivity across the venue from the 18th hole to the club house.

CHALLENGES

Alcatel-Lucent Enterprise, the official Connectivity Partner of the 2019 BMW International Open, was tasked with implementing communications infrastructure, including LAN, WLAN and IP telephony at the golf club. To provide connectivity at a high-class golf tournament poses a double challenge: first, golf courses are usually located well outside the urban hot spots, so mobile phone coverage is always weak; second, very high demand for network bandwidth and data is generated when organizers, sponsors and partners, media representatives from around the world and tens of thousands of visitors all require on-demand connectivity.

PRODUCTS AND SERVICES

Alcatel-Lucent OXO Connect
Alcatel-Lucent Premium DeskPhones
Alcatel-Lucent 8378 DECT IP-xBS Access Points
Alcatel-Lucent DECT Handsets (8212 to 8262)
Alcatel-Lucent Cloud Connect
Alcatel-Lucent Rainbow™ with WebRTC Gateway
Alcatel-Lucent OmniSwitch® 6450
Alcatel-Lucent OmniSwitch® 6560 Multigigabit Switch
Alcatel-Lucent OmniSwitch® 6860
Alcatel-Lucent OmniSwitch® 6900 Core Switch
Alcatel-Lucent OmniAccess® Stellar WLAN Access Points
Alcatel-Lucent OmniVista® 2500 Network Management
4 KM of 1/10G fiber optic and data cable on the premises
Integration of point of sales (POS) systems

WHAT MADE THE DIFFERENCE?

BMW International Open was looking for a partner who could master the technical challenges and meet the high demands of users who have come to expect nothing less than a smooth wireless connection. After an initial contact at CeBIT 2016, it was established that Alcatel-Lucent Enterprise had both the technology and experience to implement the required solution and was quickly named the official Connectivity Partner of the 2019 BMW International Open.

> TECHNICAL BENEFITS

Thanks to Alcatel-Lucent Enterprise solution, the prestigious golfing event was able to offer secure high-speed Internet access and state-of-the art IP telephony. All indoor and outdoor areas were covered: club house, public areas and the course grandstands.

The WLAN infrastructure is set up with rugged WLAN access points designed for outdoor environments, providing high density on the 20,000-square meter public area. The 1,200 WLAN users require optimized frequency management that need to be significantly more sophisticated than the one used in typical corporate environments.

> FINANCIAL BENEFITS

Having a single voice and data solutions supported the organizers' productivity and enabled them to run the event smoothly and successfully.

> USER EXPERIENCE BENEFITS

Players, partners, journalists and spectators at the 2019 BMW International Open enjoyed reliable connectivity throughout the event, helping everyone to have an extraordinary day at the golf course.

Customer Story

MARKET: **EVENT**

COUNTRY: **GERMANY**

COMPANY:

DEAL IMPLEMENTED: **JUNE 2019**

NUMBER OF USERS: **60,000+**

BMW INTERNATIONAL OPEN