



Case Study

Market: Event

Region : Germany

Company: **BMW International Open**

Deal implemented: June 2016

Number of users: 58,000+

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. BMW organized this tournament for the 28th time in 2016, and provided players, 58,500 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 2016 BMW International Open was tasked with implementing communications infrastructure, including LAN, WLAN and IP telephony at the Golf Club Gut Lärchenhof near Cologne.

Delivering connectivity was dually challenging: 1) the golf course was located well outside urban areas and had weak mobile phone coverage, and 2) there was very high demand for network bandwidth and data from the organizers, sponsors and partners, journalists and tens of thousands of visitors who wanted on-demand connectivity.

Product and services

Alcatel-Lucent OmniPCX® Office Rich Communication Edition

Alcatel-Lucent Premium DeskPhones

Alcatel-Lucent 8340 Smart IP-DECT Access Points, 8212 DECT Handset, 8232 DECT Handset

Alcatel-Lucent OmniSwitch® 6450 Stackable Gigabit Ethernet LAN Switch, 6860,6900 Stackable LAN Switch

Alcatel-Lucent OmniAccess® WLAN Access Points, WLAN Controllers

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 2016 BMW International Open.

Benefits

Technical

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 controller-based WLAN infrastructure was set up with rugged WLAN access points designed for outdoor environments, providing high density on the 10,000 square meter public area. The 1,200 WLAN users required optimized frequency management that had to be significantly more sophisticated than those typically used in corporate environments.

Financial

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

User Experience

Players, partners, journalists and spectators at the 2016 BMW International Open enjoyed reliable connectivity throughout the event, helping everyone to have an extraordinary day at the golf course.

"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 the BMW International Open next year."

Jörn Plinke, Tournament and Project Manager at BMW International Open