



Pittsburgh Steelers

A voice and data backbone that touches everyone

“Everything we do is connected to the data and voice network, and that’s all ALE. From top to bottom we rely on the quality of ALE solutions and Dagostino’s expert support. It’s a partnership that works.”

Scott Phelps, VP of Technology

MARKET: ENTERTAINMENT

DEAL IMPLEMENTED: 2014-2017

REGION: UNITED STATES

NUMBER OF USERS: 750+

COMPANY:

PITTSBURGH STEELERS

The Pittsburgh Steelers are a professional American football team founded in 1933 and based in Pittsburgh, Pennsylvania. With six Super Bowl Championship wins, the team is one of the most successful NFL franchises. The Steelers’ stadium, Heinz Field, is 1.49 million square feet with a seating capacity of 68,400.

CHALLENGES

The Steelers wanted to replace their 15-year old legacy telephony infrastructure with a new IP solution that could support their ticketing call center, offer collaborative features like conference calling, and increase mobility at Heinz Field and the UPMC Sports Performance Complex.

The Enterprise Resource Planning (ERP) system at Heinz Stadium, as well as fan amenities like signage, are all dependent on the data network. The team decided an upgrade was needed to ensure network reliability and service continuity onsite.

PRODUCTS AND SERVICES

Alcatel-Lucent OmniSwitch® 6450 Stackable Gigabit Ethernet LAN Switch
 Alcatel-Lucent OmniSwitch 6900 Stackable LAN Switch
 Alcatel-Lucent OmniVista® 2500 Network Management System
 Alcatel-Lucent OmniPCX® Enterprise Communication Server
 Alcatel-Lucent OmniTouch® 8082 My Instant Communicator Phone

WHAT MADE THE DIFFERENCE?

ALE’s business partner, Dagostino Electronic Services (DES), is the Preferred Technology Partner of the Steelers and has been a trusted partner since 1999. Furthermore, ALE solutions have successfully met the Steelers’ needs for over 15 years.

Benefits

> TECHNICAL

The OmniPCX server delivers dependable telephony, a critical requirement for the Steelers, particularly during the NFL draft.

The new OmniSwitch core provides a high-performing, robust, and reliable network.

OmniVista 2500 enables remote monitoring and management of network-connected devices.

> FINANCIAL

The new communications solution has lowered maintenance costs.

Network reliability keeps merchandise shops running at Heinz Stadium, an important revenue source for the team.

> USER EXPERIENCE

The ticketing office now offers a better caller experience, especially during peak times.

Conferencing and collaboration features simplify day-to-day work and increase productivity.

IP phones support staff mobility when taken to outside venues including training facilities.