



# DELIVERING A WORLD-CLASS STADIUM EXPERIENCE

**NORTEL**



“Nortel understands that the communications infrastructure is just the first step in delivering a world-class stadium experience. With the communications infrastructure and stadium solutions we’ve put in place, our fans will spend less time in line-ups and more time cheering on their favorite team.”

> **Pierre-Eric Belzile, Executive Director Information and Communication Technology, Montreal Canadiens**

## Case Study

### The Montreal Canadiens and the Bell Centre

#### Customer overview

The Bell Centre is Quebec’s premier sports and entertainment venue and one of the busiest in the world. It has a seating capacity of 21,273 and features 170 luxury suites. The Montreal Canadiens — or, as they’re known by fans, the “Habs,” from the French Les Habitants — are the National Hockey League’s oldest franchise. The Habs have won more Stanley Cups — 24 — than any other NHL team and have sent numerous players to the NHL Hall of Fame, including Guy Lafleur, Maurice “The Rocket” Richard and Bernard “Boom Boom” Geoffrion. As a result of this rich history of success, “Habs” fans have come to expect the best when attending a game in the Bell Centre — from the team and from the facility.

#### The requirement

Stadiums are constantly looking for ways to improve the fan experience, deliver new, revenue-generating services and attract more events to their facility so they are booked 365 days a year. For some time, Bell Centre management was looking for ways to provide more enriched multimedia services to guests, including wireless point-of-sale solutions that allow vendors to accept payment from anywhere in the venue. Another objective was to reduce fan wait times by providing a more expedited ticketing process at the door and faster transactions at concession stands. Unfortunately, the arena’s existing network — a hodge-podge of several vendors’ gear — was unable to support these services.

#### The answer

Nortel has been providing telephony networking to the Bell Centre since it opened in 1996 and was the obvious partner to provide a secure, and reliable, wireless high-speed network to deliver next-generation multimedia applications, including voice over IP (VoIP), secure wireless access anywhere within the facility and remote access for staff when off-site.

Alongside the Bell Centre's Nortel IP telephony communication system, Nortel data infrastructure was deployed to ensure high-speed, reliable and resilient connectivity from one side of the stadium to the other. In the network core, Nortel ensures constant network availability. End-to-end security and remote access to the new network are ensured by Nortel's VPN Gateway.

The Nortel WLAN 2300 offers the flexibility to access online resources from anywhere in the arena with comprehensive security features to appropriately authenticate and authorize different types of users and protect against intrusion.

Nortel WLAN Handsets 2211 are specifically designed for mobile workplace use within a facility. Leveraging the WLAN infrastructure, they eliminate access and usage fees normally incurred when using cellular services for roaming. Additionally, they allow reliable and consistent voice and data access in areas where cellular coverage can be sporadic — like stadiums and arenas.

### The benefits

Today's Hyperconnectivity challenge is to ensure pervasive and secure network access to a variety of users, through a myriad of devices, regardless of where they are.

With a Nortel voice, data and wireless infrastructure in place, the Bell Centre now has the foundation to build an intelligent environment capable of delivering the new conveniences and services its guests and staff want — which translates into both new revenue opportunities and productivity improvements.

Wireless handheld scanners supported on the Nortel WLAN will allow arena personnel to more quickly scan and validate tickets at the door, reducing crowd bottlenecks and ensuring faster, more efficient access to the facility. Food and beverage vendors will be able to securely accept all forms of electronic payment using Wi-Fi point-of-sale card readers, which translates to faster service to fans and an increased number of transactions and revenue opportunities.

The benefits of the wireless network extend to the Press Gallery, which can accommodate up to 300 media personnel. Media and photographers can use the new wireless service to securely and instantaneously upload and update files — providing more up-to-the-minute coverage.

Staff, too, realize significant benefits from this convergence of Nortel LAN and WAN solutions. Nortel WLAN handsets provide staff with seamless mobile communications from anywhere in the arena, allowing staff to communicate as effectively roaming the stadium

as they would at a physical desk. By leveraging the WLAN infrastructure, the handsets also remove expensive cell phone usage charges.

When on the road — as Canadiens personnel consistently are — remote access to network applications allows coaches, scouts, players and administrative staff to more readily and conveniently access the information and tools they need to stay connected and productive outside the main facility.

At the core, the network provides high reliability, fault tolerance and redundancy, and, whether onsite or off, all network access is secure.

### The bottom line

The bottom line for both the Bell Centre and the Montreal Canadiens is an intelligent environment that delivers improved, expedited services for their guests and ubiquitous, more consistent communications for staff. Success within the entertainment and entertainment venue industries is increasingly about providing an enhanced and more convenient visitor experience. With the Nortel voice, data and wireless infrastructure as the base, the Bell Centre can offer high-value stadium solutions designed to meet the desires of customers, staff and vendors — helping these entertainment luminaries achieve that objective.

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Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com).

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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