



1899 Hoffenheim. Top of the league with one-stop ICT package.

..... T Systems

Integrated, expandable ICT innovation solution in the Bundesliga.

Any team that plays in Germany's Bundesliga, appears on the international soccer stage and is chosen by FIFA as a World Cup venue needs to give a winning performance across the board. With these goals in sight, 1899 Hoffenheim didn't just pick up points on the pitch in its rise from the district league to the pinnacle of German football. The club also set the highest standards for information and communication technology. "It would be inconceivable to run a state-of-the-art, contemporary stadium today without IT," explain Jochen A. Rotthaus and Frank Briel, the managing directors of 1899 Hoffenheim. The innovative, integrated ICT solutions from T Systems meet the successful soccer club's high demands as it expands. The full service package includes the ICT infrastructure for site networking, the security concept, the media systems, the collaboration technology and the link to the SAP system.

At a glance.

- Fully equipped with innovative information and communication technology
- Overall concept for the network and communication infrastructure
- Networking of all club sites with link to the SAP system
- Maximum availability and 7*24 service
- Creation of a Unified Communication & Collaboration (UCC) solution
- Mobile equipment and integration of decision-makers including the professional squad
- Complete security concept incorporating the highest currently available standards
- Long-term strategic partnership

The reference in detail.

The customer. The rapid rise of 1899 Hoffenheim from district league soccer to the Bundesliga perhaps came as a surprise to many. But insiders knew early on that this traditional soccer club from the Kraichgau region, with a history dating back more than 100 years, would bring a new burst of energy to German professional football. That it would all happen so quickly, however, came as a surprise even to the ambitious 1899ers. A new stadium had to be planned and built in next to no time, and the training center also had to be made fit for the future. In just 20 months, one of the most modern football stadiums in Europe with a capacity of more than 30,000 sprung up on the green fields outside Sinsheim. The Rhein-Neckar Arena was inaugurated in January 2009. Together with the Europa training center in Zuzenhausen that was completed in November 2009 and other locations such as the children's center and resource center, 1899 currently operates several sites that are all equipped with the same state-of-the-art ICT technology.

The task. Today's Bundesliga clubs are professionally managed businesses that have to meet the stringent requirements of the German Football League (Deutsche Fußball Liga GmbH, DFL). The DFL stadium manual sets out 106 pages of requirements for soccer stadiums relating to their construction, infrastructure, organization and operation. The UEFA and FIFA catalogs are even more extensive. "Today's soccer matches are more than just an encounter between two teams. They are major events which are broadcast live in as many as 208 countries and behind which there is a gigantic machine that has to run smoothly," explains Adham Srouji, head of sales and marketing at 1899 Hoffenheim. "The technology has to be highly professional if only because of the large audience that a Bundesliga club has." The club was therefore looking for a trustworthy and competent ICT provider with whom they could form a long-term strategic partnership. 70 contracts were awarded for the construction of the Rhein-Neckar Arena – seven went to T-Systems alone. In addition to basic equipment such as the telephone and public address system, these included the media systems, the entire ICT network within the stadium and between all other locations, mobile solutions, and not least a comprehensive security concept. Getting the timing right was a challenge, as the entire ICT solution package had to be adapted and implemented in time with the construction of the stadium, and all the sub-contractors had to be coordinated as well. "It was important to us that we had a coherent concept during the construction of the stadium and an integrated service concept for its operation," explain Jochen A. Rotthaus and Frank Briel, managing directors of 1899 Hoffenheim.

The solution. T-Systems won out with an expandable complete ICT package combined with the integration expertise of IT and TK. "The costeffectiveness, consultancy competence and high level of flexibility were key factors in the decision," Rotthaus and Briel state. In the Rhein-Neckar Arena, 30 kilometres of cables and wiring form the broadband network infrastructure for the media systems, video walls, stadium TV and radio and television coverage. This was all implemented in a short time when the new stadium was built. A complex media systems solution from T Systems provides the stadium with everything that spectators' hearts could desire.

During matches, fans never miss a thing as goals are replayed on 58 square metre screens just moments later. Numerous flat-screen displays, beamers and audio components round out the media technology, which is controlled centrally from the stadium's control booth. The main technical installations have multiple backups to ensure the reliable operation of the stadium's systems. The video walls have a reliability of 99.9 percent, which is critically important due to television rights and sponsors. In addition, the stadium and the training center in Zuzenhausen were redundantly networked. For this, the ICT provider combined the previously separate voice and data lines on an IP basis. Each location received a high-performance WLAN. They were also linked to the SAP system, which is used to control the entire "achtzehn99" club. At the same time, T-Systems brought together all communication tools including messaging in one simplified interface. With this innovative Unified Communication & Collaboration (UCC) solution installed at all sites, employees can communicate with each other across various technologies. They can call meetings or set up video conferences, see whether colleagues are available thanks to presence information, and communicate on an ad hoc basis using chat. Employees on the move are connected via smartphones (Black-Berrys) via which they can send and receive e-mails and synchronize their appointments and contacts with their workplace PC. Data security and data protection are important requirements for 1899 Hoffenheim. T-Systems therefore put in place a managed security package, including a firewall, that meets the highest currently available security standards. For each soccer match, for example, around 200 journalists work in the stadium and use the club's data and voice lines. A high level of data security has to be guaranteed here. Moreover, access to all business-critical data – e.g., via the SAP business software – is protected at all points 24 hours a day. Other services such as remote maintenance, training and on-site services round out the complete solution.

Customer benefits. 1899 Hoffenheim now has a stadium that features highly professional information and communication technology equipment and meets all the requirements of an international soccer club. Their reward is that the Rhein-Neckar Arena has been selected to be one of the nine venues for the 2011 FIFA Women's World Cup in Germany. All in all the Bundesliga club benefits from the security and speed of the broadband networks and the high availability of all the media and communications technology. The ICT solutions provide optimum support in the daily work of employees, club management, players and coaches. The UCC solution provides a further communication advantage as fixed line telephone calls, mobile communication and e-mails are merged in one channel. Meetings can be held spontaneously as a video conference. Decision-making paths are shorter and business processes can be transacted digitally in their entirety, which results in cost savings. Since all the solutions are expandable, TSG 1899 Hoffenheim is set to continue its successful course where ICT is concerned. "The partnership with T-Systems is a real benchmark that also works excellently on an interpersonal level," say Jochen A. Rotthaus und Frank Briel. "We couldn't imagine better teamwork."



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