

# Case Study

## Metricon Stadium

“We’re deepening the relationship between ourselves, our partners and our patrons for a richer overall experience. That will not only bring in new customers but also create new revenue streams.”

Paul Pamerter, COO, Gold Coast Suns Football Club



### The customer

Metricon Stadium is located in the Carrara Sporting Complex (CSC) and is an iconic structure on Australia’s Gold Coast. Jointly funded by the Queensland Government, Commonwealth Government, Gold Coast City and the AFL, it is a multipurpose facility that currently seats 25,000 spectators with plans to extend it to 40,000 seats in the future. The stadium features an AFL oval and also hosts ICC cricket matches, concerts, festivals, IAAF athletics events and FIFA World Cup soccer matches.

### The challenge

Delivering the best match day or concert experience is the primary concern for modern sporting venues. The proliferation of sport on television and via online channels means that physical venues have to work harder to draw crowds and sell merchandise. That’s why the recently established Metricon Stadium wanted to augment its live sports events with a high-speed Wi-Fi network that could provide the replays, statistics and information which patrons would expect from their own TV coverage at home.

“Attendance is an issue for every stadium so finding new ways to enhance our guests’ experience is vital to filling seats,” explains Paul Pamerter, COO, Gold Coast Suns Football Club. “By adding super-fast Wi-Fi we can offer new services and get to know each patron better and engage more effectively with them.”

The stadium’s official technology sponsor is Chinese multinational telecommunications giant Huawei, which provided Metricon Stadium with a clear outline of the necessary hardware and networking required. With up to 10,000 concurrent users expected, building a robust and fast network required meticulous planning so the next step was to find a partner that could oversee the systems integration and project management.

### The customer

Country: Australia  
Industry: Sport and recreation  
Founded: 2011  
Website: [www.metriconstadium.com.au](http://www.metriconstadium.com.au)



### The challenge

Metricon Stadium wanted to lead the field in offering high-speed Wi-Fi access across the entire arena. This would enable it to offer value-added services and enhance the patron experience.

### The solution

Existing stadium partner, Huawei, recommended Fujitsu should act as the chief systems integrator and project manager. Over the course of six months, the organisations together deployed over 300 access points throughout the stadium.

### The benefit

- Patrons can now enjoy speeds of up to 0.5 mbps from any location within the stadium
- Enables access to instant replays of match footage for richer viewing experience
- Able to connect directly with its customer base via a new app that offers personalised content for added value and new revenue streams
- Can collect personal data and encourage ticket sales through customised discounts and offers

“Huawei recommended Fujitsu as the primary systems integrator and we were happy to invite it to join the project,” adds Pamerter. “It mobilised very quickly to provide a plan which we could retrofit onto the existing commercial platform.”

### The solution

Following a series of RF surveys, Fujitsu designed a network that could deliver reliable high-speed broadband to thousands of users in any part of the stadium. It brought in a third party cabling company and worked with Huawei to install over 300 access points connected by fibre optics over the course of six months.

“There is now 15km of CAT5 cabling providing up to 80GB connectivity throughout the arena,” says Pamerter. “That means our patrons can enjoy the kind of high quality streaming that 3G or 4G networks simply can’t deliver at that density.”

Up to 30 Fujitsu engineers were involved in the project, working at heights of 40 metres to ensure the best possible coverage. The resulting network is designed to offer 40 per cent of stadium attendee’s broadband access of around a half a megabit per second.

“We did a soft launch of the service with limited promotion at the end of last season. Even without marketing, 10 per cent of the audience used the network,” continues Pamerter. “That shows a lot of promise for the new season which is about to kick off.”

### The benefit

The chief advantage of the new network is not only the enhanced experience it offers patrons but also as a new channel to collect user information and present merchandise deals. This makes it a vital new promotional tool to help the Metricon stadium become more relevant to fans.

### Products and services

- Fujitsu Systems Integration

“The first phase was setting up the network. Now we are looking at wrapping that access with an app and data analytics. Users will be able to watch instant replays on their phones and access lots of stats and data relating to each match,” comments Pamerter. “That means we’ll have a simple and compelling way of reaching our customer base that can also integrate with existing social media platforms.”

For example, a patron at a football match might be offered 20 per cent off certain merchandise or a free beer when they book their next ticket. By involving other commercial partners, Metricon Stadium can provide a richer user experience that engages customers and brands more intimately.

“We’re deepening the relationship between ourselves, our partners and our patrons for a richer overall experience,” says Pamerter. “That will not only bring in new customers but also create new revenue streams.”

### Conclusion

As a key venue in the forthcoming Commonwealth Games, hosting both the opening and closing ceremonies, Metricon is delighted to pioneer these innovative new services.

“We are leading this space and setting an example for other sporting venues around the world,” concludes Pamerter. “The Commonwealth Games will give us a great showcase as well as enabling us to expand the service across a broader canvas.”

**“The Fujitsu team had exceptional knowledge, understood the stakeholders’ objectives and knew how to manage the third party providers.”**

Paul Pamerter, COO, Gold Coast Suns Football Club

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