

PADRES TICKET SALES & MEMBERSHIP SERVICES POWERED BY



CASE STUDY:

SAN DIEGO PADRES

At a Glance:



Situation:

- Critical need for mobility to keep various locations and travelling employees connected
- Changing fan experience with new standards for communicating with customers
- Technical requirements, such as the ability to scale quickly and unexpectedly, in order to host the 2016 All-Star Game

Solution:

- MiCloud Flex
- MiContact Center
- MiCollab

Results:

- Support for digital and mobile-first fan needs
- Enhanced mobility to keep staff connected across disparate locations with flexible, feature-rich collaboration tools
- Advanced communications services to enable Petco Park to host the 2016 All-Star Game
- Agility to respond to changing requirements on the fly
- Reduced IT burden for support and maintenance

Summary

The San Diego Padres are a professional Major League Baseball (MLB) team founded in 1969 and based in sunny California, USA. As the host of the 87th annual MLB All-Star Game, the San Diego Padres are blazing the trail to the cloud and setting the technology standard for the league.



Company

The San Diego Padres are a professional Major League Baseball (MLB) team founded in 1969 and based in California, USA.

Situation

The San Diego Padres are a team on the move. Playing 162 games each year, the Padres travel across the continent from April to October—but the players aren't the only road warriors. Inside the Padres organization is a network of world travelers, including scouts who travel internationally in search of top talent and frequent visitors to remote sites, such as the spring training complex in Arizona. Recognizing the importance of keeping all members of the club connected from anywhere in the world, the Padres identified a critical need for mobility.

Mobility didn't only impact internal operations. The Padres noticed a new era of technology shaping its fan experience and a need to communicate with customers in a personalized way on the platforms of their choice.

What's more, when applying to host the All-Star Game, the Padres were faced with a set of technology requirements they would have to meet in order to be granted the prestigious honor. Key requirements included the flexibility to scale quickly and the agility to respond to changing requirements on the fly.

"As an organization, we had outgrown our previous system," explains Ray Chan, Director of Information Technology at the Padres. "We required greater agility and a system that could provide the right amount of capacity."

Solution

Evaluating their current infrastructure and future needs, the Padres sought to replace their existing system and limit on-site equipment and maintenance. The Padres evaluated several vendors before ultimately choosing Mitel, with Ray citing Mitel's expertise in providing

the best path to the cloud as a major factor in his decision. "Mitel's cloud solution gives us all the bells and whistles without having to maintain the infrastructure on-site. The enterprise mobility aspect is equally important because it opens up a different avenue of communications that can allow our business to operate more efficiently and successfully."

"Since implementing mobile collaboration, our road warriors now have the same consistent experience across all devices. Whether they're on the road or in the office, it's one and the same."

**Ray Chan, Director of Information Technology,
San Diego Padres**

"We've become a lot more mobile overnight by switching to Mitel," says Ray. Scouts, remote workers and other road warriors are now kept connected with a full set of collaboration and real-time communications tools directly on their smartphones, giving them an in-office experience no matter where they are in the world. Additionally, the Padres can easily and quickly scale their communications as needed—a major limitation of their outdated on-site system. Says Ray, "This will be instrumental in hosting the All-Star Game because we can easily expand our communications across the ballpark in seconds and guarantee a seamless experience."



Thanks to CRM integration, callers into the Padres' contact center are always routed to the correct representative for a consistent customer experience. Contact center agents have customer information at their fingertips in order to deliver informed, personalized interactions. To ensure optimal productivity and customer service, management can easily report on contact center activity, measure performance and identify coaching opportunities or areas for improvement.

As trailblazers to the cloud, the Padres are no longer burdened with concerns of redundancy, maintenance and downtime. "To have a partner that would be able to support my environment was really important to me," explains Ray. "Mitel was a perfect fit for this organization." On top of a worry-free mind, Ray says his department gained significant annual cost savings by moving to the cloud with Mitel.

With other MLB teams paying close attention to the Padres' lead, it's safe to say they've knocked this one out of the park.



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