

## Top scores for game-day experience

The Miami Dolphins increase fan engagement and stadium security with advanced video, data storage and protection, and hyperconverged infrastructure



Sports & Entertainment

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## Business needs

As the Miami Dolphins expanded use of video for fan engagement, the IT infrastructure was short on storage capacity and performance and not keeping up with evolving needs. Integrated Media Technologies, Inc. (IMT) and Dell Technologies delivered a solution that improved workflows, generated million-dollar savings over the lifetime of the investment and cut time to post video of game-day plays to social media.

## Solutions at a glance

- [Dell EMC Isilon](#)
- [Dell EMC Isilon SyncIQ](#)
- [Dell EMC VxRail Hyperconverged Infrastructure](#)
- [Dell EMC Data Domain](#)
- [VMware](#)

## Business results

- Flawless infrastructure performance during Super Bowl LIV
- Storage lifecycle extended from three to five years
- Faster posts of game-day video to social media
- Reduced administrative time, improved scalability

Million-dollar savings help fund colocation recovery site



Achieved less than 20-minute RTO and RPO for all services



For the Miami Dolphins, video is a powerful asset. The number one NFL team for Facebook video views over the last three years and owner of world-class Hard Rock Stadium, the Miami Dolphins have experienced a tidal wave of infrastructure growth. The organization's smart use of video for fan engagement, safety and security has driven much of this growth.

The team's prior IT infrastructure was running out of steam and storage capacity. In addition, IT was finding it more complex to manage. Located in hurricane-prone Florida, the organization also needed more robust disaster recovery.

## Super Bowl LIV: Opportunity for change

As Hard Rock Stadium and the Miami Dolphins looked toward hosting Super Bowl LIV, the leadership team engaged Integrated Media Technologies Inc. (IMT) to assess IT systems and workflows. The Miami Dolphins approved IMT's recommendation to standardize on Dell Technologies solutions for all applications, media asset management (MAM), safety and security, disaster recovery, data backup, and virtualization.

Kim Rometo, Vice President, Chief Information Officer, the Miami Dolphins and Hard Rock Stadium, says, "IMT has done an amazing job assessing and modernizing our workflows and systems. Their fluency in unstructured data, media asset management, safety and security, disaster recovery and project management set them apart from other vendors. IMT's relationship with Dell Technologies is also incredibly meaningful because of my trust in Dell technologies and engineers from past experiences."

The infrastructure includes Dell EMC VxRail hyperconverged infrastructure, Dell EMC Isilon scale-out data storage, Dell EMC Isilon SyncIQ for replication, VMware Site Recovery Manager, and Dell EMC Data Domain for data backup. The 3-petabyte infrastructure runs the stadium and training camp data centers in Florida and a new colocation disaster recovery facility in Texas.

Jason Kranitz, President, Systems Integration, IMT, states, "The foundation to the overall project with the Miami Dolphins was based on IMT's Advanced Consulting engagements

which delivered a Media Asset Management and Workflow Assessment, IT Optimization Assessment, and a Disaster Recovery Plan with Run Books. By having the right plan in place and the right technology partner in Dell Technologies, IMT was able to focus on project execution with our world-class Project Management, Professional Services, and Managed Services teams."

## Extending storage lifecycle

Because of fast-growing video and photo assets, the Miami Dolphins needed to invest in new storage often. The Dell Technologies infrastructure, and in particular the easy scalability of Isilon, has greatly alleviated that requirement.

"The biggest impact is improved workflows," states Rometo. "We extended our storage lifecycle from three to five years, saving \$1.2 million. Plus, we've reduced duplicate assets and decreased the rack space by 10 percent at the stadium and 20 percent at the training camp."

Rometo continues, "We're posting video to social media much faster. That improves relevancy for our fans and helps them celebrate moments on their feeds before another big play occurs. It's a great way to build excitement and engagement of our fans."

## Hyperconverged delivers agility, lower costs

With Isilon as the storage layer in VxRail hyperconverged infrastructure, the Miami Dolphins receive top performance for video editing and cost-efficient, shared storage for collaboration and archiving.

"The VxRail is rock-solid and performs so well that we plan to use it for our safety and security," explains Rometo. "The scalability of Isilon helps us manage growth smoothly and everything is less complex because we've consolidated on VxRail."



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Kim Rometo  
Vice President, Chief Information Officer  
The Miami Dolphins and Hard Rock Stadium

## Ultra-resilient backbone for fan engagement

The Miami Dolphins are reallocating cost savings to fund the build-out of a colocation site to protect data centers at Hard Rock Stadium and training camp.

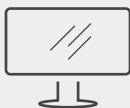
Rometo states, “Our infrastructure is the backbone for every customer engagement, ticket scan and purchase, as well as delivery of fantastic assets to online media and the stadium’s A/V systems. We simply cannot tolerate downtime. With Data Domain, the data is recorded across multiple devices so if a hardware failure occurs, there is no data loss.”

The Dell Technologies infrastructure provides a recovery point objective and recovery time objective of less than 20 minutes for all services.

## Success right out of the gate

During Super Bowl LIV, the Dell Technologies infrastructure provided fans with a superior game-day and social media experience, top stadium security, and fast processing of retail purchases.

“The flawless performance of the Dell Technologies infrastructure throughout Super Bowl LIV underscored why we chose Dell Technologies and IMT,” recalls Rometo. “Dell Technologies and IMT bent over backwards to make sure we got everything right. Knowing they care as much about our business as we do has been huge.”



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