Dolphins' IT gameplan scores points with fans at football games and major stadium events

Teaming with Dell Technologies, the Miami Dolphins elevate fan experience, safety, and efficiency at Hard Rock Stadium, a premier global sports and entertainment destination.

Business needs

The Miami Dolphins needed a winning strategy to ensure smooth IT operations at the Hard Rock Stadium, the world's only venue to host NFL games, top soccer matches, international motorsport races, and a major tennis tournament. The Dolphins turned to Dell Technologies for a reliable solution to handle high volumes of data and heighten in-game entertainment and fan security.

Solutions at a glance

- Dell PowerScale
- Dell VxRail

Business results

Reduces operating costs by 40% over five years through IT modernization.

Drives a 50% performance increase over previous IT models.

Generates a 15% increase in productivity due to automation of the system and fewer manual tasks.

Cuts RTO and RPO to less than 15 minutes for all services.

Future proofs IT environment to incorporate AI-driven workloads and growth.

Shrinks carbon footprint by as much as 40% due to lessened power and cooling requirements.

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Reduced operating costs by 40% over five years through IT modernization.

For more than a half-century, the Miami Dolphins have held the unique distinction in American football as the only NFL team to win a Super Bowl with a perfect, undefeated record.

The Dolphins' winning legacy extends well beyond the end zones of their home field. Hard Rock Stadium hosts international motorsport races, a major tennis tournament, college football games, and music festivals. Millions of fans pass through stadium gates to salute the world's finest athletes and performers, confident that the venue's technological capabilities will match the magnitude of the massive scale events.

To help enable this in an era of swiftly evolving technology, Hard Rock Stadium requires a flawless IT game plan and perfect execution. From ticketing, to safety and security, to media delivery, to the Dolphins' on- and off-field performance (ranging from football analytics to in-stadium video entertainment and reliable internet access for all), the team requires scalable, secure, and high-performance IT infrastructure that can adapt to changing tech landscapes.

Needs are always changing

The challenge becomes greater each year, requiring the Dolphins to have an IT strategy that focuses on building flexible and powerful systems, managing data effectively, and adapting to new technologies and regulations. To efficiently operate a "smart stadium" that enhances fan experiences with reliable connectivity, state-of-the-art safety and security measures, and instantly available video highlight replays, they must also factor in several considerations. This includes the fact that data has doubled in the last 2-3 years and now sits around 440TB on video storage, as well as the increased need for video monitoring cameras at international motorsport races and tennis events. International motorsport race regulations now require a 60-day retention policy, as well as a requirement that 900 cameras be operable one month prior to the event. The NFL also has a 60-day retention policy.

Dell offers key solutions

The Dolphins worked with Integrated Media Technologies (IMT) to bring seamless project management, expert pre-installation planning, flawless site migrations, and dedicated support.

Their comprehensive services ensure smooth operations and responsive management for any escalations and upgrades.

The Miami Dolphins chose Dell solutions to manage their critical data and media seamlessly. PowerScale handles vast volumes with low-latency streaming, cutting costs as demand for high-definition content grows. Its predictive scaling, integration with media tools, and CloudSoda archiving enhance efficiency. VxRail complements with scalable support and simplified management of security systems, equipping the Dolphins for exceptional performance on and off the field.

"IMT transformed Hard Rock Stadium's technology infrastructure for Dolphins games and elite events like international motorsport races, a major tennis tournament, and international soccer and college football championship games," said IMT President Jason Kranitz. "With Dell Technologies, our team implemented next-gen IT solutions to boost performance, security, and scalability, ensuring the stadium leads in sports technology."

Boosting performance and production

Despite the exponential surge in data, the Dolphins have actually experienced a 50% boost in performance over previous IT models, as well as a significant (15%) increase in productivity due to automation of their system that requires fewer manual tasks. The team now achieves less than 15-minute RTO and RPO, and the modernization of the IT network positions the Dolphins to support AI across the entire infrastructure to enhance the fan experience, safety and security, and marketing initiatives.

IT modernization has resulted in an impressive 40% in savings over five years due to improved workflows, reduced administrative costs, and greater scalability.

> **Our Dell systems have led to better performance, higher productivity, cost savings and more efficient data management."**
>
> **Sameer Istafa,**
> Vice President & Chief Technology Officer,
> Miami Dolphins & Hard Rock Stadium

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> **" Dell PowerScale is a powerful, flexible and future-proof solution that offer businesses the reliability and scalability needed to handle modern data demands."**
>
> Sameer Istafa,
> Vice President & Chief Technology Officer,
> Miami Dolphins & Hard Rock Stadium

PowerScale makes an impact

The Dolphins chose PowerScale over traditional block storage. Offering mission-critical availability with no disruption for maintenance or scaling with additional nodes, PowerScale's space-optimized footprint, exceptional performance per watt, and efficient airflow and power supplies help the organization achieve sustainability goals by reducing the carbon footprint by as much as 40%.

PowerScale also reduces costs for managing and storing media assets. With built-in data redundancy and fault tolerance to minimize downtime, it meets the demands for pre-event and live event broadcast media, including in-stadium LED and ribbon boards, and exterior video displays. It effortlessly handles surges in pre-event media content that needs to be stored, accessed (with low latency) and edited quickly, even with the growing demand for high-definition and livestream content.

Future proofing with confidence

With some of the biggest sporting events in North America due to take place at Hard Rock Stadium – including international motorsport races, a major tennis tournament, and international soccer and college football championship games -- its IT infrastructure needs to be at the top of its game. Dell's solutions are helping achieve seamless fan experiences, enriched customer engagement, enhanced operational efficiency, and top-tier safety and security. And as AI becomes more essential, Dell's products and solutions have future-proofed the stadium's environment, ensuring that it has the capabilities to seamlessly incorporate machine learning into its workloads to spur further growth.

> **" The future for the Miami Dolphins and Hard Rock Stadium focuses on enhancing fan experiences, optimizing stadium operations and leveraging technology to stay ahead in the sports and entertainment industry. Dell helps us achieve this vision."**
>
> **Sameer Istafa,**
> Vice President & Chief Technology Officer,
> Miami Dolphins & Hard Rock Stadium

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