



# CDW and Cisco Modernize Canadian Live Entertainment Venue Operations



As the live entertainment industry evolves, providing audiences with a seamless integrated experience has never been more important. To meet these demands, a leading Canadian live entertainment venue sought to modernize its outdated technology infrastructure. As spectator satisfaction is key to building loyalty, it was essential to eliminate any frustrations that could lead to a decline in attendance and customer retention. To address these challenges, CDW Canada partnered with Cisco to implement solutions that addressed the venue's operational inefficiencies, security vulnerabilities and spectator engagement needs, transforming the venue's ability to deliver a world-class entertainment experience.

## BUSINESS CHALLENGE: Overhauling Legacy Systems

- Customers expect more from live events – they want an integrated experience that includes smooth ticketing, strong connectivity and interactive technology features such as real-time data and contactless payment. However, the venue's outdated technology infrastructure was a significant obstacle. The legacy systems in place were not only inefficient but also posed substantial risks to the venue's reputation, attendance rate and bottom line.
- Routine tasks that should have been automated required manual intervention, leading to slow processes and increasing the risk of human error. Maintenance costs also escalated due to frequent hardware breakdowns and the lack of scalability further limited the venue's ability to grow and adapt to modern technologies.
- Integration further complicated operations, as the legacy systems could not connect with newer technologies, leading to data silos and operational disruptions. This fragmentation made it difficult to offer a unified and engaging customer experience.
- Security was another major concern. The outdated systems lacked modern protections, leaving the venue vulnerable to cyberthreats and the associated risks of financial penalties and reputational damage.
- As the IT team was bogged down with constant maintenance and troubleshooting, the venue was seeking a partner to modernize technology infrastructure, streamline operations, enhance security and transform the spectator experience.

## TRANSFORMATION: Implementing Modern Solutions



CDW leveraged its deep understanding of the live entertainment venue's technology and operational challenges to develop a strategic plan tailored to their unique needs. Through comprehensive assessments and ongoing dialogue, CDW pinpointed inefficiencies and vulnerabilities, which ultimately informed the design of a tailored solution that integrated Cisco Meraki. This solution offered scalable, secure and efficient technology suited to address the venue's challenges.

By consolidating multiple legacy systems into a unified Cisco collaboration platform, the venue reduced complexity and maintenance costs. Cisco's built-in security features enhanced data protection, while the flexible deployment model allowed the venue to scale resources based on event size. Additionally, the integration of interactive tools enabled spectators to engage more during events, improving the overall experience.

"We were excited to showcase how our solutions could evaluate the venue's unique operations," said [Name], [Title] at Cisco. "Through hands-on demonstrations, the venue had tangible knowledge of how our technology could transform their ability to deliver an exceptional experience. This gave them the confidence to move forward with full-scale deployment knowing the solution would not only meet their needs but also relieve pressure on their overwhelmed IT team."

CDW then worked closely with the venue to seamlessly integrate Cisco's solutions into their production environment. This integration included deploying Cisco's collaboration tools, which enhanced spectator engagement through interactive activities such as live polls and real-time communication.

"We wanted to create a tailored solution that could adapt to the unique demands of live entertainment," said Puneet Duggal, Cisco Practice Lead & Principal Solutions Architect at CDW. "By leveraging Cisco's Meraki solutions, we ensured the deployment had the flexibility to scale, to suit both an intimate gathering or a large-scale event. This adaptability was crucial in ensuring the venue could consistently deliver an exceptional experience, regardless of the event type."

In addition to the operational improvements, the CDW team also prioritized the venue's security. Cisco's networking solution provided security measures, including encryption, authentication and access controls. These robust measures protected against cyberthreats, ensuring spectator interactions and data remained secure to preserve the venue's reputation.

## RESULTS: Elevating Experiences

- **Enhanced Spectator Experience:** Interactive tools like live polls, Q&A sessions and real-time communication created an engaging, immersive environment, enhancing overall customer satisfaction and loyalty.
- **Operational Efficiency and Cost Reduction:** Streamlined communication and data sharing reduced delays and errors, while consolidating outdated systems into Cisco's Meraki solution lowered infrastructure and maintenance costs.
- **Flexible Operations:** Cisco's collaboration solutions enabled the venue to scale operations easily to meet varying event demands, laying a foundation for future growth.
- **Robust Security and High Availability:** Cisco's networking solution protected both spectator data and venue operations from cyberthreats and potential reputational damage, ensuring continuous availability and a reliable event experience.

Through CDW and Cisco solutions, the live entertainment venue successfully transformed its technology infrastructure, overcame significant operational challenges and elevated the overall spectator experience.

The integration of Cisco's Meraki solution successfully modernized the venue's operations, enhanced security and positioned the organization for long-term success in an increasingly digital and immersive world of events and entertainment.

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