OFFICIAL SUPPLIER
2018 RYDER CUP

**Hewlett Packard
Enterprise**

The world's most prestigious golf tournament—and the world's first connected course

As it prepared for its 2018 event, Ryder Cup Europe partnered with HPE and Aruba and teed up the world's first fully connected golf course. Featuring 15km of buried fiber and 700 access points, the new WiFi was designed to help some 275K 2018 Ryder Cup fans navigate the tournament's 150-acre Albatros Course and access a variety of services, from live video streams to location-based partner offers. For the Ryder Cup, it's a bag full of brand new clubs: fresh new services plus an influx of data to help organizers understand fan behaviors and preferences.

CHALLENGE

150 acres, on foot: how to find the action?

The Albatros Course of Le Golf National outside Paris, site of the 2018 Ryder Cup, covers 150 acres. Spectators navigate these expansive grounds by foot. If they take a wrong turn, they could miss their favorite players or a memorable shot. The Ryder Cup wants to equip spectators with fresh ways to find amenities, interact with sponsors—and quickly zero in on the most exciting action.

SOLUTION

Ubiquitous connectivity means fans never drop a stroke

In its largest technology investment to date, Ryder Cup Europe partnered with Aruba and HPE to equip its Albatros Course grounds with a seamless WiFi network. The network lets the tournament push out up-to-the-minute information, interactive maps, live video streams, and player locations using the intelligence of the infrastructure Via the platform, partners and sponsors can serve offers and advertisements to fans based on their movement around the course. The WiFi supports tournament operations including live scoring and player performance systems. HPE partners ultima, NodeOne, and SkyFii delivered key solution components. Onsite data processing is supported by HPE ProLiant servers running VMware. Data analytics is supported by Microsoft Power BI software.

RESULTS

In the hole!

Tournament spectators are equipped to find their favorite players—and experience peak moments they'll remember for a lifetime. Video streaming means they can experience more of the tournament at once, despite the spread-out nature of the venue. The apps and connectivity broaden the tournament's appeal to youthful fans, a key demographic the Ryder Cup must reach to grow the game. And data gathered by the WiFi and connected device usage provides insights that Ryder Cup Europe can analyze to further improve the tournament experience for operations, spectators and its commercial family.

> " It's one of the year's largest bring-your-own-device network for a sports event. Over a quarter million fans will connect to it by the time the Ryder Cup tournament is over. Golf takes the cup for the world's most forward-thinking and engaged sport. "

Michael Cole, CTO, PGA European tour and Ryder Cup Europe

BY THE NUMBERS

>275K	150	700	15km	1 chance
Fans over 6-day event	Acres of golf course	Access points	Buried fiber	To catch that shot of a lifetime

TRENDS

Nurturing a venerable sport, tee to green

With over 450m fans globally, golf is one of the world's most popular sports—and the average age of professional golfers is decreasing, suggesting strong potential to engage younger fans. By leveraging technology in ways that please tech-savvy fans, the industry can capitalize on the surge of twenty-something pros to inject fresh energy into this venerated sport.

SOLUTION RECIPE

HPE Hardware
Aruba Wi-Fi access points and switches
HPE ProLiant Gen10 servers

HPE Software
Aruba Airwave
Aruba Meridian
Aruba ClearPass

HPE Transformation Solution
Intelligent Edge

HPE Partners
Ultima
NodeOne
SkyFii
VMware
Microsoft Power BI

VIDEO
Ryder Cup and Hewlett Packard Enterprise - Keep fans connected
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VoC PODCAST
Ryder Cup Provides Extreme Use Case for Managing the Digital Edge for 250K On-Site Mobile Fans
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