



Challenge

To provide highly flexible, easy to deploy and manage converged communications for the German Football Local Organising Committee (LOC) – one of the driving forces behind the 2006 FIFA World Cup Germany™.

Solution

Equipped seven Local Organising Committee offices across Germany with the Avaya IP Office “all-in-one” voice and data network infrastructure.

Value Created

- **Enhanced Business Continuity:** As the FIFA World Cup™ activities moved from planning to playoffs, the Organising Committee teams across Germany moved their branch offices from city locations to the actual tournament stadia, and then back to their previous offices after the matches. With its easy transportability and set-up, IP Office helped the LOC maintain continuous voice and data communications when they were on the move.
- **End-user Empowerment:** Despite its compact size, the IP Office delivered a powerful set of productivity-enhancing capabilities to the LOC staff, including full voice messaging and stay-in-touch features such as having incoming calls automatically routed to mobile phones.
- **Ease of Administration:** By using the comprehensive set of pre-installed and intuitive configuration tools, each LOC office could ensure that their IP Office was ready-to-use and fully optimised from Day One.
- **Cost-Effective:** In addition to providing full PBX features, IP Office also functioned as a secure router with a built-in firewall – allowing calls to be transmitted as Voice over IP (VoIP) packets. Over 80% of the voice calls made by the FIFA, Organising Committee and volunteer staff traveled over the FIFA converged network – at zero incremental cost.
- **Performance:** Once the IP Office was connected to the FIFA Event Network, the Organising Committee staff enjoyed high-reliability communications with a measured end-to-end network availability of 99.99%.

The 2006 FIFA World Cup Germany™

Flexibility and the Competitive Advantage

How would you describe world-class football?

If one had to choose a single word to capture the essence of FIFA World Cup™ football, *fast-paced* would certainly fit the bill. For millions of fans, the word is likely to bring up unforgettable images of non-stop action from 2005 FIFA Confederations Cup – from Germany’s unrelenting offensives in Leipzig during their play-off with Mexico, to Adriano’s record 5 goals in Brazil’s spirited victory over arch-rival Argentina in Frankfurt.

While it’s the action on the pitch that typically draws all of the attention, the behind-the-scenes activities often become just as intense. This was especially true for FIFA and its partners as they engaged in an all-out effort to ensure total readiness for the opening 2006 FIFA World Cup Germany™ playoff in Munich on June 9th.

With final preparations in high-gear, there was certainly no lack of intensity for the team that was responsible for FIFA’s communications capabilities. With more than 15,000 members of the media expected to provide real-time coverage to a viewing audience numbering in the billions, the flawless performance of FIFA’s global voice and data network was essential to the success of the entire event.

As Official Convergence Communication Provider of the 2006 FIFA World Cup Germany™, Avaya was one of a handful of providers that proved themselves able to meet the uncompromising performance standards of the Fédération Internationale de Football Association (FIFA).

Since becoming a trusted FIFA World Cup™ Partner in 2001, Avaya has helped bring the excitement of the world’s most popular sport to an estimated total global audience of 30 billion fans. For the men and women of Avaya, the non-stop action doesn’t end at pitch side – creating and operating the world’s largest, intelligent converged voice and data network has its share of world-class challenges and excitement. Join us for a quick behind-the-scenes look at life on the road to the 2006 FIFA World Cup Germany™.

The Right Solution for a Highly Distributed Operation

When it comes to running the most coveted championship event in international sports, a FIFA World Cup™ is decidedly a team effort. Overall event coordination and management is the responsibility of the Zurich-based FIFA team, while the host country's Local Organising Committee (LOC) handles the necessary detailed activities – from ticketing and transportation, to hospitality and event security.

For the 2006 FIFA World Cup™, the German Organising Committee was headed by football legend Franz Beckenbauer, with all of the key activities being managed by three LOC vice presidents. Responsibility for the Organising Committee's communications capabilities fell under Managing Vice President Wolfgang Niersbach.

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— Michael Kelly,

FIFA's Head of IT Solutions

“Football is the undisputed number one sport in Germany, so the LOC took its responsibilities extremely seriously. Our objective was twofold: to ensure that World Cup proceedings ran as seamlessly as possible, and to create an atmosphere in which visitors from across the world would feel welcome. We employed over 200 people that were responsible for the 27 different activity areas that are required to make the World Cup a reality. Add to that over 15,000 unpaid volunteers and you can appreciate the scope and complexity of this undertaking. With so much happening non-stop, we depended on our communications technology to keep everyone tightly connected.”

As Managing Director of the Avaya FIFA World Cup™ Programme, it was Doug Gardner's responsibility to help equip the LOC with the right convergence communication infrastructure. *“The Organising Committee has a highly mobile staff and local offices spread out across Germany. In this respect, the LOC has very similar needs to any of our global customers that have a number of distributed branch offices.*

“Given the LOC's requirements for reliability, cost-effectiveness and ease-of-use, the Avaya IP Office 'all-in-one' voice and data infrastructure was the right combination of hardware and software for their needs. In addition to providing a full set of easily-administered phone features, the IP Office also incorporates a secure router with a built-in firewall that provides for a Local Area Network (LAN) and also allows voice calls to go out on the FIFA network as Voice over IP (VoIP) packets. The LOC's cost for this type of call is essentially zero.”

Enhanced Business Continuity

Beyond their need for flawless day-to-day communications reliability, the LOC had an additional requirement that was somewhat unique. Michael Kelly, Head of FIFA IT Solution explained.

“The German Organising Committee offices went through three distinct phases over the course of the 2006 FIFA World Cup. By the end of 2004, the Organising Committee had established a local office in each of the venue cities that hosted the 2006 World Cup event. Shortly before each match, the LOC relocated their offices to the stadium in that city so that the staff could be on-site for the final preparations and games. Soon after the matches were completed, the LOC team moved back to their previous offices. This was a highly portable operation that required an extremely flexible solution.”

As the Organising Committee teams shifted office locations, it was essential that their voice and data networking capabilities be up and running in the new site as soon as possible. *“Having a hardware infrastructure that was easy and fast to install was very important for the LOC”,* added Gardner.

“The IP Office is very compact – the entire system can fit under your arm – so it can be readily moved to the new location. In addition to its easy transportability, the IP Office came with a comprehensive set of automated configuration tools that made it easy to get the system up and running at the new location. As a result, the LOC staff was able to very quickly get back on-line and maintain business continuity during their moves.”

End User Empowerment

Given the highly mobile nature of the LOC staff, it was important that the communications features and capabilities were consistent from office to office and also allowed staff members to be easily reached when they were traveling.

“Avaya was able to provide a consistent communication network infrastructure for the LOC by providing the different locations with identically-configured IP Office systems”, explained FIFA’s Michael Kelly. “This way, no matter which local office a staff member happened to be in, the IP Office interface and features like voice messaging and conferencing were always the same. For the staff, this meant no need for additional training.

“The IP Office also gave the LOC staff members the capability to have calls to their office automatically forwarded to a mobile device or any location of their choosing. This is a powerful network feature that allowed the LOC team to stay in close touch wherever they may be. If they are unable to receive an important call but need it handled immediately, they could easily have the system redirect the call to an available colleague.”

Ease of Administration

Since the clear priority of the LOC staff was to stay focused on their FIFA World Cup™ readiness activities, the communication network infrastructure of choice had to require very little “resource overhead”. Doug Gardner elaborated.

“Just like their commercial counterparts, the Organising Committee wanted to stay focused on its core business – in the LOC’s case, preparing for an exceptional World Cup

event. For their staff out in the local offices, this meant that the communication network infrastructure had to be extremely easy to manage and require very little upkeep.

“The IP Office is extremely well-suited for this type of business need. It has a Windows®-based menu of administrative tools that greatly simplified day-to-day tasks such as updating staff directories or moving phone extensions. Between the built-in reliability of the system and this simplified approach to administration, the LOC staff was free to focus on what’s really important.”

A Highly Cost-effective Approach

Hosting a global event on the scale of a FIFA World Cup™ was not an inexpensive undertaking, and even with a budget of 430 million Euros, the Organising Committee looked for cost efficiencies in every aspect of its operation. As Head of the Avaya FIFA World Cup™ Programme, Andrea Rinnerberger is committed to the LOC’s success.

“Like most businesses with small branch offices, the Organising Committee expected its communications technology to deliver three things: simplicity, performance and value. The IP Office fit the bill on all three counts. It was easy to install, use and administer, and delivered full features with high reliability.

“From a cost perspective, the IP Office is highly affordable and is engineered to help minimize the LOC’s external communications expenses. By using the IP Office’s on-board private conferencing bridge, for instance, the LOC hosted conferences with up to 64 participants and avoided 3rd party conferencing fees.

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— Doug Gardner, Managing Director of the Avaya FIFA World Cup Technical Programme

Likewise, the built-in data router allowed the LOC to establish LANs in the local offices with no need for additional data networking gear. Add to that the ability to transmit calls over the FIFA network at no cost, and you’ve got some serious value.”

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.

All statements in this Case Study were made by Managing Vice President Wolfgang Niersbach; Michael Kelly, FIFA’s Head of IT Solutions; Doug Gardner, Managing Director of the Avaya FIFA World Cup Technical Programme; Andrea Rinnerberger, Head of the Avaya FIFA World Cup Programme.

APPLICATIONS

- Avaya Communication Manager
- Avaya Modular Messaging
- Avaya Extension to Cellular (EC500)
- Avaya INTUITY® AUDIX® Messaging Solution
- Avaya IP Office

SYSTEMS

- Avaya S8700 Servers
- Avaya G650 Media Gateways
- Avaya AP8 Wireless AccessPoints
- Avaya C36X Edge Data Switches
- Avaya SG20X and SG5X Security Gateways

SERVICES

- Avaya Global Services

ABOUT FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION (FIFA)

No other sporting event captures the world's imagination like the FIFA World Cup™. Ever since the first tentative competition in Uruguay in 1930, FIFA's flagship has constantly grown in popularity and prestige. Today, the FIFA World Cup™ holds the entire global public under its spell. After all these years and so many changes, however, the main focus of the FIFA World Cup™ remains the same - the glistening golden trophy, which is the embodiment of every footballer's ambition. For more information, please visit www.fifa.com.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.