

# THE BOSTON CELTICS MOVE UP TO CHAMPIONSHIP-LEVEL COLLABORATION WITH COMCAST BUSINESS SERVICES



## SITUATION

- Professional basketball team modernizes and expands administrative offices
- Existing Internet and phone service not designed for seamless collaboration between administrative office and its separate practice facility
- Disparate IT environments at each facility difficult to manage

## CHALLENGE

- Utilize one vendor for data, Internet and phone service
- Add reliable, data and high-speed Internet connection between facilities
- Unify the phone system across the organization

## SOLUTION

- Comcast Business Ethernet Dedicated Internet
- Comcast Business Ethernet Private Line
- Comcast Business PRI Trunks

## RESULTS

- Seamless data, Internet and voice connectivity between offices
- Faster upload and download times
- Unified management of separate IT environments

**With high-speed Internet and a unified voice service, business and coaching staff for a professional basketball team works more efficiently and works on player development**

## PROFESSIONAL BASKETBALL TEAM REQUIRES SEAMLESS CONNECTIVITY FOR DAY-TO-DAY BUSINESS OPERATIONS

The Boston Celtics are a professional basketball team based in Boston. They are one of professional basketball's most storied franchises, with 17 league championships, and a long history of success led by legendary players and coaches. Though the team plays at the TD Garden, the organization's administrative headquarters are located elsewhere in the City and its practice facility is housed in Waltham, Mass., a suburb of Boston.

After eight years in the same facility, the Celtics organization needed to upgrade and expand its administrative headquarters to modernize the facility and support business and employee growth. One particular challenge was coordination and collaboration between their 90 employees across two locations. The business and administrative staff in Boston needed to be in regular contact with the coaches, trainers, and scouts in Waltham, but the geographical separation created challenges.

As part of the update, the company sought to upgrade the communications systems in both locations, and improve the network connection between them. The goal was to create an economy of scale by consolidating IT environments and improving inter-site collaboration.

## HIGH-SPEED INTERNET AND MODERN PHONE SERVICES ARE CRITICAL

The Celtics were using a Comcast Business Ethernet Dedicated Internet connection in its administrative facility and a T3 line from another service provider in its practice facility, but had no logical or physical connection between the sites. The organization was also using a separate voice system at each site.

Employees were frustrated with the need to log into a VPN to access schedules or files saved on a remote office file system, and with the inability to simply dial an extension to talk to a peer. The Celtic's IT team wanted to integrate the two phone systems and separate LANs, but couldn't without the necessary network services.

"The phone system we were using did not have Caller ID, so incoming calls from colleagues would show up as blocked calls. Even outgoing calls showed up as blocked calls – it was tough to get someone to pick up the phone. We played a lot of phone tag," said Jay Wessel, Vice President of Technology, Boston Celtics.

COMCAST  
BUSINESS

***“Thanks to Comcast, we’ve now integrated our phone systems completely, as well as our networks. Our employees can no longer tell if their colleague is calling or emailing from one office or another, giving us a real ‘team’ feeling. Further, now I can conference people in from any site, no matter where I’m located, and my Outlook looks exactly the same wherever I’m working.”***

*Ted Dalton  
Vice President of Corporate  
Partnerships and Business  
Development  
Boston Celtics*

## **COMCAST DELIVERS 50 MBPS ETHERNET DEDICATED INTERNET, 100 MBPS ETHERNET PRIVATE LINE AND PRI TRUNKS**

The Celtics were happy with the Comcast Business Ethernet Dedicated Internet connection installed in its administrative offices – they were experiencing fast downloads and excellent system reliability, and they wanted to expand the use of Comcast services to the practice facility. This would enable the IT department to consolidate vendors for voice and Internet service, and simplify management of its communications infrastructure. The Celtics replaced their Internet T3 with a 50 Mbps Comcast Business Ethernet Dedicated Internet Line at its practice facility. They also installed a Comcast Business 100 Mbps Ethernet Private Line between the two sites to provide high-performance file transfer and data access for all employees on a continual basis, regardless of what office they are located in at any given time. Lastly, they deployed Comcast Business PRI Trunks over the same fiber circuit to unify the voice services across the organization.

## **NEW SERVICE BUNDLE FROM COMCAST FACILITATES TEAMWORK AND COMPETITIVE ADVANTAGE**

In addition to improving collaboration, the new 50 Mbps connection at the Celtics’ practice facility allows for faster video download – a critical task during the playing season. Each morning, the Celtics coaching staff reviews footage of all the games from the night before to analyze team performance, as well as to prepare for upcoming opponents, schemes and plays.

“The first thing our video staff does when they arrive at the practice facility at 6 a.m. each morning is download game footage from the previous night – this is a significant amount of very large video files, and can include as many as 14 games that need to be reviewed and tagged quickly before the coaches arrive at 8 a.m. Having Comcast is nice because the speed of downloads and file transfers is much better than when we had the T3. That is a big deal,” said Wessel.

Additionally, the high-speed connection at each site and between facilities has been a boon to the Celtics’ marketing and public relations staff, who routinely travel back and forth between locations, and need to access the network to respond to incoming queries. They are also able to quickly upload content to the Celtics.com website to provide a timely stream of news, video and other rich media content for fans.

“With a 100 Megabit per second connection between our two facilities, we can send video files quickly between our sites and to our website, as well as other player-, game- or event-related information that needs to be handled in real-time. With Comcast Business, we are more productive, and better connected,” said Dalton.