



GOOOOAAALLL! Tottenham Hotspur builds new, world-class stadium

What could be better than a thrilling football match? How about a thrilling football match combined with digital connectivity that adds fresh new layers of interest and enjoyment. As Tottenham Hotspur—one of the English Premier League’s top football clubs—builds a new, state-of-the-art stadium, it’s incorporating cutting-edge IT to delight fans while maximizing its own business success. With a line-up including advisory services from HPE Pointnext and Aruba Mobile First solutions, the club is poised to deliver an enhanced experience for all visitors.

CHALLENGE

Stadium ups game to satisfy tech-savvy fans

While stadia worldwide have fallen behind in delivering the sophisticated Wi-Fi capabilities fans expect today, Tottenham Hotspur Football Club aims to transform the audience experience within a stunning new venue.

SOLUTION

One of the most technologically advanced stadia ever built

Tottenham Hotspur—commonly known as Spurs—is partnering with HPE Pointnext to accelerate their journey. The club selected HPE’s proven intelligent-venue solution engineering and Internet of Things capabilities, featuring Aruba wireless technologies to deliver high-speed, mobile-optimized stadium connectivity and beacons for wayfinding.

RESULTS

Delivering a next-generation fan experience

The club is revolutionizing the game-day experience to “wow” fans with state-of-the-art capabilities—and to provide the football club with rich new merchandising and commercial opportunities.

BY THE NUMBERS

>61K

fans will enjoy a state-of-the-art stadium experience

100%

high-speed Wi-Fi connectivity across entire stadium

2018

grand opening

TRENDS

Fierce competition for consumer entertainment dollars, coupled with public demand for sophisticated mobile-technology capabilities, means sports stadia must modernize connectivity and enable next-generation fan experiences, and flexibility to cater to future demands.

SOLUTION RECIPE

HPE Pointnext services

Delivering advisory and implementation services as a Greenfield project with the customer, construction team and service enablement providers.

HPE Hardware

Aruba Bluetooth Beacons

HPE Software

Aruba Wireless LAN

“Creating a technology infrastructure to support an enhanced visitor experience requires solutions that can meet the growing demands of visitors that come to our new stadium. We believe Hewlett Packard Enterprise can support us on the journey in building one of the most technologically advanced stadiums in the world.”

Sanjeev Katwa, Head of Technology, Tottenham Hotspur F.C.

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PRESS RELEASE

Tottenham Hotspur Football Club Partners with Hewlett Packard Enterprise to Support Technology Vision for New Stadium

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