**Hewlett Packard
Enterprise**

TRANSFORMING FAN EXPERIENCES

How the Golden State Warriors built engagement, safety, and excitement into Chase Center

When the Golden State Warriors envisioned the ultimate arena, they knew it had to be driven by fan experience. "We're not in the business of basketball," explains Warriors President & COO Rick Welts. "We're in the business of creating lifetime memories." With a technology foundation that allows each fan to choose their own experience, Chase Center is a new breed of sports venue where expectations are only as high as fans set them.

Anticipation is building. The excitement is palpable. And it's not even game day yet.

"The fan experience starts the moment you purchase your ticket," says Warriors Director of Consumer Products and Technology, Daniel Brusilovsky. "From days before the event, to after they leave the arena, it's our job to make sure each fan has the best experience possible."

When the team bid farewell to its former home in Oakland after 47 seasons, it was ready to rethink its approach to technology. "We were constantly working around the pre-existing network when the team played at Oakland Arena. But it got us thinking: what is our ideal state? What do we want to provide?" Brusilovsky remembers. "We just worked backward from there."

Building Chase Center in San Francisco gave the team the opportunity to not just make its vision a reality, but evolve what's possible for an event arena. Technology was baked into the structure from the start, and it all worked as planned.

Then the pandemic hit. Almost overnight, Chase Center–and all it had to offer the sports and arts communities–was on hold. But as venues around the globe grappled to figure out their roles in this new normal, the Golden State Warriors decided to navigate a way forward that the team believes may be even better than what it originally imagined.

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CHASE CENTER | (Golden State Warriors logo)

INDUSTRY: SPORTS & ENTERTAINMENT

REGION: NORTH AMERICA

VISION

Design a next-generation stadium to deliver unparalleled fan experiences

STRATEGY

Build connectivity and intelligence into the facility, turning data into a business driver

OUTCOMES

- Puts choice and control in the hands of the fans
- Delivers actionable insights to enhance experiences and support revenue streams
- Creates a contactless stadium experience for safety and convenience

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>
> – **RICK WELTS,** PRESIDENT & COO , GOLDEN STATE WARRIORS
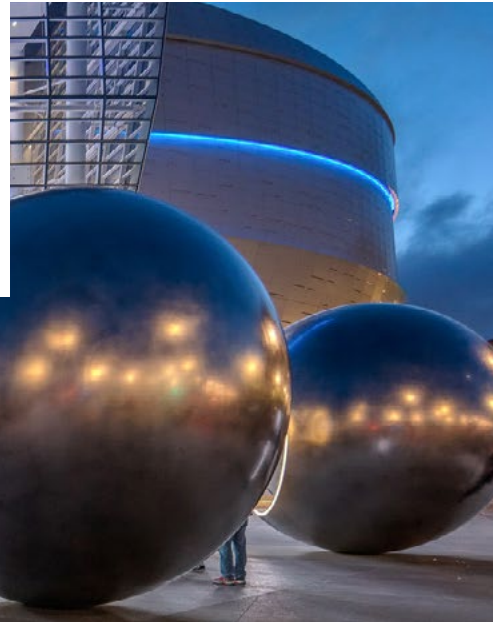
Exceeding expectations

Integrating technology into the bones of Chase Center wasn't just a reaction to the challenges of its previous facility. It was a choice driven by the evolving expectations of today's sports and music fans. "One thing we've noticed is the changing attitudes our guests have about events," Brusilovsky explains. "It's no longer just about going to a concert or basketball game. They care about the entire experience, and that extends well beyond just the 2-3 hours they're here for the event."

To make that experience seamless, the team built a mobile app to take the guesswork out of planning and attending any event at Chase Center. The Warriors + Chase Center Mobile App allows fans to synchronize their purchases on Ticketmaster, pay for purchases with a Chase credit card, and receive personalized content feeds based on their preferences.

Expertise for innovation

Before the team even broke ground on the new arena, they knew they needed expertise to turn their vision into reality. Enter the relationship with HPE.

"From project inception, we had a vision for Chase Center to become a world-class sports and entertainment destination where guests and visitors could immerse themselves in a truly unique and memorable experience," says Welts. "By partnering with HPE, I believe we have succeeded in building an event center that relies on innovative technology to redefine the total arena experience."

To build those experiences for fans, the team needed a technology core that would enable a multitude of experiences even as times and tastes continue to change. It takes an agile data center and a network with massive capacity to make it work.

"There are really two stories here: delivering the fan experience, and what the Golden State Warriors and Chase Center are doing in the background to create it," Brusilovsky explains.

Choice that's personalized, mobile, and safe

It starts with in-app ticket purchase and management, and offers public transit planning or turn-by-turn directions to the event. Once at the center, the app delivers wayfinding, mobile food ordering, and special offer notifications.

Of course, Chase Center wouldn't exist without the main event—whether it's a Warriors game or a Celine Dion concert. Ultimately, changing expectations means catering to a wider variety of guest experiences. "Some people just want to go to a game and have a beer and a hot dog—and we definitely offer that," Brusilovsky says. "But what if you're feeling more like Sam's Chowder House or a glass of Silver Oak wine? We've got you covered."

No matter where fans are seated—in a theater box, club suite, courtside lounge, or general admission—the app leverages Aruba's Wi-Fi 6 connection speeds to deliver a personalized, touchless guest experience.

Guests may or may not notice the new filtration system that exchanges the center's air supply every hour, or the fact that they can navigate their entire arena experience—even a trip to the restroom—without touching a single thing.

"Fans aren't necessarily going to see everything we're doing to offer such a seamless, safe experience," Brusilovsky explains. "We're giving guests more control over their experience through automated building controls and the mobile app, but it's also being done for their safety."

Data-driven experiences

That means collecting and analyzing huge amounts of data. "Getting the data is easy. We know how people move throughout the facility, which eateries are busy, and even how much revenue we're earning per-capita," Brusilovsky says. "Making that data actionable is the key to enhancing the fan experience in real time."

As the Warriors move forward, the team is always thinking about how it can continue using Aruba precision location beacons to create unique experiences for every fan. "Imagine getting a push notification letting you know that that there's a shorter line to get into the arena, or that your favorite food item is available for mobile order and express pickup," Brusilovsky explains. "Using beacon technology, these types of experiences are all possible, and something we're spending a lot of time thinking about as part of the evolving fan journey."

Beyond the venue, the team is analyzing an entirely different kind of data stream. "We're looking at TV ratings, the percentage of streams traditional vs. broadcasts, the amount of traffic that goes to our website, and how that relates to retail sales and market share," Brusilovsky says. "We get some very interesting insights that tell us what worked, and what could be improved."

Behind the scenes, ahead of the game

Data is delivered and collected through more than 7,500 edge devices across the entire campus—including Aruba Wi-Fi 6 access points, point of sale registers, IP-TV displays, building management devices, security cameras, lighting controls and VOIP telephones.

The network is built on an Aruba 8400 series network core switch, with Aruba 3810 edge switches. Aruba Bluetooth low-energy beacons power location services within the mobile app while Aruba's ClearPass Policy Manager secures the network and authenticates secure users and devices. Aruba's AirWave delivers operational telemetry in real-time, which is critical on game day.

HPE SimpliVity hyperconverged infrastructure anchors the software-defined data center, powering the team's front end, back end, and disaster recovery efforts. A three-appliance configuration delivers business data redundancy while replacing a dozen stand-alone servers.

The solution gives Chase Center the high availability it needs to power its applications and operations securely, and at scale—even when that scale is enormous. "At our opening event in 2019—a Metallica concert—we were able to transfer nearly 3 TB of data across the network and the data center," Warriors Director of IT Brian Fulmer recalls.

According to system administrator Mikhail Zubovich, the solution plays a major role in the team's strategy for growth and engagement. "When we moved into Chase Center, we rewrote the rules of the game. HPE SimpliVity and Aruba networking have given the Golden State Warriors an IT infrastructure that is fast, flexible, and responsive, with plenty of room for future expansion."

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> – **DANIEL BRUSILOVSKY**, DIRECTOR OF CONSUMER PRODUCTS AND TECHNOLOGY, GOLDEN STATE WARRIORS

Ready for the next normal

Ultimately, fans returning to Chase Center will find they have more choices at their fingertips, more ways to engage before and after events, and more control of their experience. With 1,111 television screens, 36 eateries, and 18,000 seats, the 11-acre campus is built to entertain.

For the Warriors and Chase Center, it's the beginning of a new chapter in the team's more than 50-year history in the San Francisco Bay Area. For fans, it's a new chance to make memories that could last a lifetime.

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SOLUTION

HARDWARE

- HPE SimpliVity 380

- Aruba CX 8400 Switch Series

- Aruba 3810 Switch Series

- Aruba Wi-Fi 6 Wireless Access Points

- Aruba Location Beacons

SOFTWARE

- Aruba AirWave Network Management

- Aruba ClearPass Policy Manager

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