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With the D-Link implementation, Leeds United A.F.C has now become a truly modern, connected and efficient enterprise.

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Leeds United Install D-Link Network Solution

Leeds United Football Club (LUFC) is a prominent club in the English football Premiership, which has enjoyed significant success both in England and Europe over recent years whilst playing to record crowds. But as with any club, record sales and an ever-expanding range of services and corporate offerings have put extra demand on the supporting infrastructure of LUFC's I.T. framework.



Charmaine Doherty, IT Manager of Leeds United Football Club, is responsible for the planning, purchasing and implementing of an IT Strategy for voice, data and computing requirements at LUFC.

THE CHALLENGE

A modern, robust network infrastructure was urgently required to support future plans for integrated systems. The network had to be supported by solutions that were reliable, expandable and modular in order to adapt to fast changing requirements. Most importantly, the solution had to be flexible enough to integrate both the LUFC office systems and the escalating demand on the ticketing/sales systems.

To put the scope of Leeds United's ticket services department in perspective - the 2000-2001 seasons total attendance figures exceeded 1,000,000 spectators. There are two ticketing terminals on the east and west sides of the stadium for face-to-face sales and the offices also have telesales workstations. The ticketing system is crucial to LUFC's daily business and they needed an efficient, reliable network infrastructure to move forward.

One of LUFC's telecomms and cabling suppliers suggested a suitable networking vendor to implement a solution that would work. Michael Greatbatch, project manager of Clearline Communications, recommended using D-Link. He had good previous experience with the networking vendor in Clearline's role as infrastructure management specialists.

THE SOLUTION

The initial installation of D-Link products took just under a week and a local D-Link Value Add Reseller undertook the work. The core of the solution consists of a DES-6000 - enterprise modular switch with the following installed:

DES-6003 - 16-port 10/100Base-TX (RJ-45) Module

DES-6006 - 2-port Gigabit-SX (SC) Module

DES-6007 - 2-port Gigabit-LX (SC) Module

DES-6011 - Redundant Power Supply Module

The network also consists of six, two switch stacks for various locations - each stack is made up of a DES-3624i master and a DES-3624 client. The DES-3624i is a stackable 10/100Mbps 24port managed switch with gigabit and the DES-3624 is the client. Each DES-3624i switch stack is linked via fibre to the central modular DES-6000 switch. These switches also have gigabit modules on the back. Three of these stacks include DES-361g (1-port Gigabit-SX/SC) modules and the other three have DES-362G (2-port Gigabit-SX/SC) modules installed.

The six, two switch stacks are located at Elland Road Superstore (Retail), West Stand (Ticketing Office), North Stand (Stadium Office), East Stand (Main Office Floor), the warehouse and Travel Department/Directors floor; whilst a leased line links to the ticket office in Leeds city centre. In total there are over 150 users networked at LUFC.

C A S E S T U D Y

THE OUTCOME

As well as the ticketing system, the new infrastructure also supports a variety of other systems and applications. These include the LUFc Travel Business arm of the club, which handles all the travel arrangements for European away games and arranges corporate travel for businesses attending seminars/conferences. All retail systems are networked and include warehouse and stock control modules, mail order facilities and management reporting. Also, LUFc's accounts and its entire office systems including email, networked printing and network servers all run off the D-Link network.

Managing a dedicated team of six, Charmaine Doherty, IT Manager of Leeds United Football Club, is responsible for the planning, purchasing and implementing of an IT Strategy for voice, data and computing requirements at LUFc.

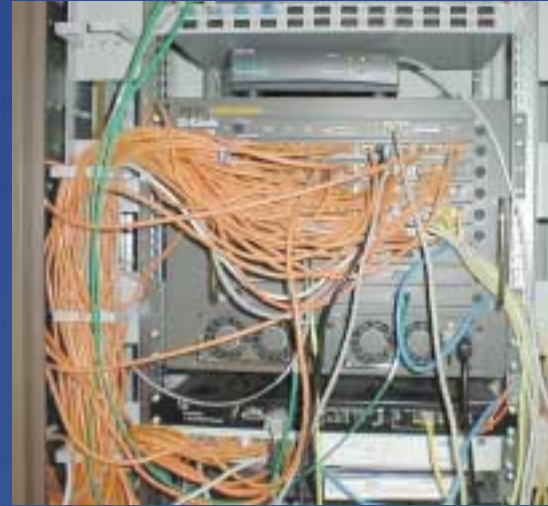
"D-Link solutions form the fundamental backbone to our information technology infrastructure and need to be able to manage not only the sheer volume of traffic, but also the wide variance of traffic load. For example, immediately before and after match day, there are sudden and extreme surges of information passed over the network. The performance of the D-Link products, particularly their robustness and reliability have been crucial to our business success. The network is stable and is easy to use and support," said Doherty.

SUMMARY

"With the D-Link implementation, LUFc has now become a truly modern, connected and efficient enterprise. The use of D-Link products has greatly contributed to this end result and has given us the confidence and peace of mind that we have a strong platform to build upon for the future and on which we can base the next phases of IT development. D-Link has the complete solution in terms of technical and management capabilities and we have seen them as a 'one-stop shop' for our networking requirements," concluded Doherty.

"The network at Leeds United required products that could integrate seamlessly with legacy systems and in turn withstand the increasing demand created by the escalating ticket sales and service offerings," said Bal Phull, Marketing Communications Manager, UK, Ireland and BENELUX, D-Link (Europe).

At the core of the LUFc network solution is the DES-6000



"D-Link products have demonstrated they have the versatility, flexibility and reliability to operate in the most taxing of environments and we are glad to be associated with LUFc's success."

ABOUT D-LINK

Since its inception in 1986, D-Link has forged the way in the manufacture of highly engineered, quality networking solutions that it brings to the market at a cost effective price. D-Link's understanding of and commitment to the needs of the 'network customer' has enabled D-Link to become a market leader of networking products that are acclaimed around the world. D-Link (Europe) Ltd operates in 17 European countries with 47 offices worldwide.

D-Link's commitment to 'Building Networks for People' is the driving force behind its success, enabling it to provide flexible, cost effective, highly engineered products from LAN and WAN to mobile solutions. D-Link offers solutions for SME's, SoHo, Enterprises and the Public Sector.

D-Link's continued investment in research and development enables it to move quickly into new higher speed, higher bandwidth technologies. This is reflected in the many new products it develops and launches year on year.

Recent releases include Wireless - AirPLUS, Firewalls, Voice Over IP, xDSL and NAS.

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