"We continue to trust NETGEAR to provide us with the solutions we need. If we require anything, they are always there to help. We know we have a person dedicated to our account we can call at any time who really understands our business."

Networking solution ensures Hawk-Eye Innovations never misses the mark

Company name:
Hawk-Eye Innovations

Company size:
378

Industry: Sports

Company website:
hawkeyeinnovations.com

Geographic region:
Worldwide

BACKGROUND

Hawk-Eye is a leading innovator in sports technology. First used as a broadcast tool to analyse decisions in cricket, Hawk-Eye has now become an integral part of over 20 sports, and every year covers 7,200 games or events across 450+ stadiums in over 65 countries. The company works to combine creativity and technology to make sport fairer, safer, smarter and more engaging.

Hawk-Eye has developed the most sophisticated vision processing technology in sport which enables them to, not only track balls to an accuracy of a millimetre, but players and cars too! This vision processing technology, combined with an intelligent IT based video replay and distribution software and creative graphics platform, powers a number of products and services that are revolutionising sport. All of which requires a networking solution robust and simple enough to ensure that the ball is never dropped, and points are never missed.

PROBLEM/OBJECTIVE

The company has expanded rapidly, not just in its spectrum of sports, but also globally too. Never mind the distance covered, at each sporting event the stakes are incredibly high. If the technology were to fail it could mean the difference between crowning a championship winning team or even declaring a world record. Each new sport added to its portfolio means that Hawk-Eye needs to ensure it's on top of its game, with equipment that can respond to the real time needs in front of it. Relationships with sporting federations and associations are reliant on the knowledge that nothing will be missed and all content is there and backed-up as needed.
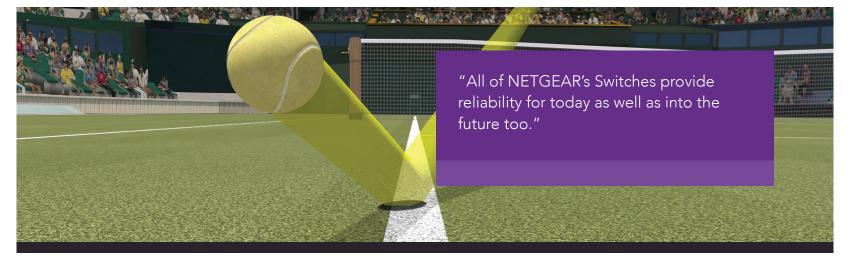
All this change requires up to date testing; Hawk-Eye's headquarters in the UK houses a large training facility where the technology can be stress tested and evaluated for its performance. High tech simulators ensure the reality of a cricket game or a high speed hurling match is replicated on site, as close to reality as possible. This volume of data all needs to be sustained by a robust, reliable networking core.

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Additionally, onsite crews carry tech kits with them to each sporting event, adding the need for a further sense of security from the performance of all the equipment. Each onsite crew differs and the knowledge of those at each game or match can vary day by day. As the company's sporting remit extends as does the number of staff involved at each sporting event. Therefore, it is imperative that the kit used is simple to use so that anyone can ensure that everything is match ready.

SOLUTION

Hawk-Eye began working with NETGEAR in 2014 when it needed a straight forward and scalable solution. With the growth of the company, its requirements have extended and despite evaluating the market for other suppliers, NETGEAR consistently came out on top. SMART Hardware Manager, Joe Cooper, has maintained a relationship with NETGEAR for three years, knowing he can always look to them for answers as his questions arise.

A key part of deciding who to work with is also focused on the speed in which needs could be addressed. Hawk-Eye's pitching process for a match, race or even a new sport can be as short as two weeks from tender to delivery therefore NETGEAR's fast response and personal touch provides the solution they need.

Products selected by Hawk-Eye include the NETGEAR ProSAFE® XS708T, XS716T, XS728T, and XS748T - powerful Smart Managed Switches. The NETGEAR 10-Gigabit Smart Managed Switches are purposely designed as a cost-effective way to provide 10G connections to 10G-capable servers and Network Attached Storage systems. They can be used at the "center of a small business network" or as an aggregation or access switch in a larger organisation including workgroup access, connecting to a 10-Gigabit NETGEAR ProSAFE Fully Managed Switch at one end and extending the 10G connections to the edge.

A key concern for the company, ease of use while at the sporting event, is also addressed by these switches as an easy-to-use Web browser-based management GUI makes setup and management really simple. Onsite crews take two of everything with them to ensure nothing gets missed. While flurries of activity on busy match days are also addressed with no problem thanks to the 10G bandwidth, advanced traffic management and comprehensive IPv6 support.

NETGEAR's ProSAFE M4300 was also selected as a cost effective solution for midsize server/storage and dependable core. All of these products are covered with NETGEAR's lifetime warranty and technical support, another key driver for choosing these products.
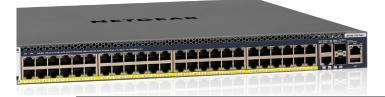
Products installed included:

- NETGEAR ProSAFE® M4300 10G and 1G - Stackable L3 Managed Switch
- NETGEAR ProSAFE® 10-Gigabit Ethernet Smart Managed Switches - XS712T/ XS728T/ XS748T

RESULTS

Hawk-Eye's record remains flawless with no major areas of concern to date. It has ensured that both back at HQ, and out on the ground, the technology works as needed. All of NETGEAR's Switches provide reliability for today as well as into the future too.

Joe and his team feel incredibly confident in the network and its ability to perform when it's needed the most. As the company's plans for the future take shape, they are also assured to know that NETGEAR is available to address their changing needs and provide the necessary infrastructure. All parties have the peace of mind required when dealing with sporting events of such high calibre. Ultimately, resting easy knowing that no points, or decisions, will be missed!

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