

# Super Bowl XLVI- Indianapolis



On May 20, 2008, the NFL Franchise owners selected Indianapolis, Indiana as the host city for Super Bowl XLVI. It was Indianapolis's first opportunity to host this event and only the fourth time in league history that a cold-weather city was awarded American sport's most prestigious game, which took place Feb. 5, 2012 at Lucas Oil Stadium.

The Indianapolis Host Committee's strategy to execute this unique and important event was to embrace the outdoors environment of Indianapolis and create a novel "Olympic Village" concept that would leverage all of the city's elite physical assets, including Lucas Oil Stadium, Bankers Life Fieldhouse and the Indiana Convention Center. Additionally, these assets were all linked by Georgia Street and the myriad hotels, restaurants and bars that populate that part of the city. Technology was used as an enabler to help deliver a unique and memorable fan experience by creating a ubiquitous flow of digital content linking fans with updates on the game and related activities, entertainment and food and beverage options.

RCR Technology Corporation and the State of Indiana Office of Technology (IOT) were asked to partner in support of the broader technology needs of the Indianapolis Host Committee for the activities related to the Super Bowl. The execution of this event was considered by most hospitality experts to have been the best hosted Super Bowl in the game's history establishing a new level of performance expectation for future events of that magnitude.

■ The scope of the work provided by RCR Technology to support the Indianapolis Host Committee and NFL was broad. Various groups received support during the 10-day event, including:

## **Host Committee Media Center Booth**

A booth display was created to serve as a key space for Host Committee staff members to interface with various VIP's, NFL staff, and local and global media attending the event. This space was used by the entire Host Committee executive staff and local and state government officials as a place to communicate with the media.

## **Indianapolis area Guest Welcome Desk (GWD)**

Hospitality volunteers were strategically located throughout the city and region to greet guests and fans as they arrived and provide assistance during the entire 10-day event. The volunteers were stationed at approximately 125 hotels in the Central Indiana area, in addition to public and municipal locations, airports, and train stations. Hewlett Packard HP Elite Notebooks was engaged as the support technology that allowed for Web browsing and access of various websites, including

the SB2012 website ([www.our2012sb.com](http://www.our2012sb.com)), to provide answers to questions from guests about Indianapolis, the Super Bowl and related activities, and logistics.

### ***Host Committee Street Team Volunteers***

Some 200 Samsung Galaxy 8.9 Tablets were deployed to a street-level-based volunteer staff that provided support to attending fans during the Super Bowl week. A significant amount of relevant digital content was created for attending fans to provide information about the game, weeklong events, entertainment, restaurants, sites to see; anything and everything that someone could possibly want to know about Super Bowl XLVI.

### ***Host Committee Social Media Center***

The Social Media Command Center was created to monitor social media feeds and facilitate and execute appropriate answers proactively to questions being posed by fans attending the event. Additionally, trends were monitored based on the type of information that was being communicated via tweets. A record 13.7 million tweets were sent during a five-hour period on game day.

### ***Host Committee Command Center***

A centralized command center, in the heart of the Super Bowl Village, was established to provide a point of coordination and control during the event for the Indianapolis Host Committee staff.

### ***NFL Global Media Center***

More than 5,000 credentialed global media representing radio, print, television, and digital media converged on Indianapolis during Super Bowl week to cover all aspects of the event.

- Cataloguing of requirements to determine the needs of 30 various committees that comprised the Indianapolis Host Committee.
- Acquisition of technology assets from several industry partners to support required use cases
  - 200 Samsung Galaxy 8.9 Tablets
  - 200 Hewlett Packard (HP) Elitebook Computers
  - 25 wireless HP Officejet 8600 Color Printers
  - 15 HP 42" Digital Signage display screens
  - 10 Sunbrite 47" HD Outdoor TVs
  - AT&T wireless devices and network access
- Complete Asset Management of all technology during the event
  - Inventory management including receiving, stocking, distribution and return of all assets
  - Asset tagging and tracking
- All assets were tracked during the event to ensure that good control was maintained over their location and safety
- GPS tracking apps were placed on the street-based Tablets giving capability to locate and track them
  - Imaging Creation and Loading
- Created Super Bowl Digital Image, including multiple unique apps developed to support the SB2013
- Yelp
- NFL Super Bowl App
- Various PDFs that contained relevant content to support the fans attending the event
  - 24x7 Support of all assets deployed
- A Call Center was set up to support more than 500 volunteers who worked with various use cases during the event
- Coordination of support efforts with IOT (Level 1 support)



- RCR Technology Corporation performed Level 2/3 support
- Technical training programs were developed and delivered to all potential volunteer users of technology. Additionally, a summary of all training materials was condensed, documented, and placed on each device distributed for end-user reference.
- Break Fix assistance also was included in RCR's IT support to ensure that volunteers had equipment that was always operational and functioning as required.
- Some 200 computers were set up and connected to the Internet along with print capabilities, which were enabled at 125 various Guest Welcome Desk locations
- Worked closely with AT&T on appropriate network connectivity plan and execution on all wireless devices
- Coordinated closely with various hotels, motels, airport, and other venues utilizing the installed technology
- Created and implemented a "solution approach" to utilizing 200 Samsung Galaxy 8.9 Tablets enabling street-based volunteers by providing the latest and most relevant

### ***Information to fans attending the Super Bowl event:***

- Created a standard Street Volunteer image on all devices
- Worked closely with the NFL, Indianapolis Host Committee, and other third-party developers on several new apps, which were put into use for the event
- Assisted Samsung in the development of a volunteer training program and supporting reference materials for the defined use case
- Instituted asset management and tracking to ensure all devices were returned post event

In summary, the technology execution for this event was near flawless, providing a level of enabled technology and digital content not previously seen at any Super Bowl events. Assets were managed, tracked, and supported with over 99.95% of all assets utilized were returned to the sponsor companies that provided support of this event. No call tickets went unresolved. Post event feedback from users indicated an extremely high level of satisfaction with the support services and solutions that had been deployed. As a result of this highly successful engagement; RCR Technology was asked to formally join the Host Committee for Super Bowl 2013; to be hosted by New Orleans, LA.