

CASE STUDY: BRIGHTON HOMES ARENA



CDM CONNECTS QUEENSLAND'S PREMIER SPORTS TRAINING COMPLEX

Brighton Homes Arena, now the proud home of The Brisbane Lions, boasts capacity for up to 10,000 spectators, creating a dynamic space for major sports matches and community events year-round. Its grandstand, accommodating over 600 spectators, is equipped with advanced technical infrastructure, with the capability to broadcast major events.

More than a sports ground, Brighton Homes Arena is a hub of activity. It's where The Brisbane Lions' AFLW team calls home and serves as a vital training and support centre for AFL and AFLW teams alike. Beyond Australian Rules Football, 50% of Brighton Homes Arena has been designed for community use, from meeting spaces and function rooms, café, and parkland to a community gym, pool, and wellness centre filled with elite-level equipment.

While constructing Queensland's premier sports training complex and the inaugural purpose-built arena for women's football in Australia, The Brisbane Lions seized the chance to set a new benchmark for technologically advanced stadiums.

They aimed to provide lightning-fast, high-density Wi-Fi to players, media, and support teams, setting a new standard for connectivity in sporting venues.

Jake Anston, General Manager, Infrastructure, Strategy & Government Relations at The Brisbane Lions explained "In delivering the arena, The Brisbane Lions sought a technology solution that was not only affordable, but also trustworthy, reliable, and future-proofed to meet the evolving needs of our facility. We aim to provide the best high-performance environment and fan experience in Australia."

HIGH-PERFORMANCE NETWORK FOR A HIGH-PERFORMANCE CENTRE

Designing a network for a stadium presents unique challenges. The primary goal of this project was to develop a user-friendly network solution compatible with all devices, capable of managing high-density game days while ensuring quick, seamless, and secure day-to-day operations.

The Brisbane Lions enlisted the expertise of CDM, using their longstanding partnership with Aruba and extensive experience in networking technology, to fulfil their vision for their new home: to build a technologically advanced facility

that would not only meet their current needs but also to build a network foundation that could support their ambitions for continuous growth and innovation.

"We chose CDM because they are a dependable local partner with a high level of expertise and offered an affordable price." - Jake Anston

FANS FIRST: LASTING GAME-DAY EXPERIENCES

"The most exciting aspect of a high-performance network in stadiums is its impact on fan engagement. Today's fan experience is highly digital, from mobile ticketing to ordering merchandise and refreshments during games, and even accessing features like location services and instant replays. Ultimately, it's about creating lasting fan experiences." - Carlos Gómez Gallego, HPE Aruba Networking

The stadium was meticulously designed with the local community in mind. Equipped with innovative screen and AV equipment, Brighton Homes Arena ensures patrons have an unforgettable experience. Yet, its standout feature lies in its accessibility to the local community, providing expansive education and meeting spaces tailored to meet the needs of Lions members.



Recognising the importance of every Lions fan's experience, the project was dedicated to laying a foundation of a strong network. With 68 access points installed throughout the arena, users are now offered improved Wi-Fi coverage throughout certain areas of the arena, ensuring a high-quality and more reliable Wi-Fi signal. The design of a network solution compatible with multiple devices means that while guests attend a game or a community event in the arena, the network has the capability to provide access to The Brisbane Lions Official App, streams of games from multiple angles, real-time match data, and marketing material, all from the comfort of their seat.

ELEVATING ATHLETES: THE NETWORK BEHIND THE TEAM'S SUCCESS

Fans aren't the only ones benefiting from a more digital game experience. As an elite performance centre, Brighton Homes Arena is home to 580 athletes, primarily women athletes who balance their training with work or study. Purpose-built for their needs, the arena's extensive network of access points and strong Wi-Fi coverage allows these athletes to access gym routines from their devices while in the gym, freeing up their time to train when it suits them. The Wi-Fi extends across all internal areas, the grandstand, and key

external spaces within the arena. This enables players to work in quiet spaces whenever they find time. The arena is designed to be a true home away from home for the players.

Coaches require instant access to performance stats, video footage, and gameplay footage for effective analysis. The Wi-Fi solution uses HPE Aruba ClearPass, providing segmentation and policies for how users and devices connect and what they can access, along with strong guest-access and enforcement capabilities. This ensures a simple way to let event attendees connect to the network while backroom teams can rest assured that their tactics are kept secure. The new network infrastructure allows them to securely access, send, and analyse this information in the heat of the game, enhancing player welfare off the pitch and performance on the pitch.

"We've had a couple of away games this year where the network dropped out, leaving coaches without live footage. This is a big deal for them. Some players have even noticed how quickly we can get them training and post-game footage, helping them review their performance faster." - Lily Maw, Performance Analyst, The Brisbane Lions

MVP OPERATIONS: FUELING THE LIONS' STRATEGY

Aside from the fans and players, Brighton Homes Arena serves as the new operational hub for The Brisbane Lions. One of the primary challenges in delivering networks for large public arenas is ensuring the stability and security of the network during major events and day-to-day operations. The Brisbane Lions Digital Team relies heavily on a strong connection to engage with the fans.

Adele Fraser, Digital Coordinator at The Brisbane Lions, explains how on game days, she seamlessly transitions from her desktop workspace to her laptop, allowing her to gather content from the grandstand and send notifications to the team's official app, updating 80,000 loyal fans on the game at Brighton Homes Arena, ensuring they don't miss out no matter where they are.

CDM's network solution has achieved significant milestones with its successful connection of 9 COMMs locations, deployment of 31 network switches, support for approximately 1,500 wired devices, and ClearPass authentication capacity for up to 2,500 endpoints.



This achievement showcases CDM's commitment to delivering robust and scalable networking solutions that facilitate seamless communication and secure access across distributed environments.

"I have not experienced anything quite like the network at Brighton Homes Arena." - Phil Swan, Head of Digital, The Brisbane Lions

TEAMWORK IN DELIVERY

This project presented a unique collaboration opportunity as The Brisbane Lions spearheaded the project internally, they drafted CDM to join their team as technical advisors, and solutions architects.

Chosen for their reputation as a reliable local partner offering both high capability and affordability, CDM's involvement stemmed from their long-standing relationship with the government body overseeing major sporting venues in Queensland. Introduced to The Brisbane Lions in 2019, CDM embarked on the journey to design the technology piece for the new stadium, with a key focus on designing a secure and functional network capable of accommodating many different network device use cases.

Leveraging their long-standing relationship with HPE Aruba, CDM provided expert direction on product selection to ensure the network delivered an exceptional experience for all users. This partnership allowed CDM to design and implement a high-performance converged network that ensured project success.

The significance of automating connectivity on game day, where thousands of devices connect to the network, cannot be overstated. By understanding the fingerprint of connected devices through using Aruba ClearPass, CDM helped The Brisbane Lions deliver a flexible and secure network. CDM's local technical experts worked directly with The Brisbane Lions' stadium team to implement this intricate network infrastructure. With over a year of collaboration, CDM's team dedicated themselves to implementing the wired and wireless network project.

"Since completing the project, CDM continues to help support The Brisbane Lions by conducting regular health checks on the network." - Nigel Tooth, General Manager, CDM.

LAYING THE FOUNDATION: ROOM FOR GROWTH

The implementation of Central Cloud management platform not only ensures the analytics, reporting, management of devices across the network, but also lays the foundation for future expansion at Brighton Homes Arena. Designed with space for growth, this project has positioned The Brisbane Lions to seamlessly expand their facilities and capabilities in the future. As the arena evolves and more facilities are built, the robust network infrastructure set up by this project will provide a strong and reliable connection, supporting the Lions' growth aspirations every step of the way.

"Our athletes, fans and staff are loving the spaces that have been provided and the technology solutions we have."

Jake Anston, General Manager, Infrastructure, Strategy & Government Relations, The Brisbane Lions

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