Sunderland AFC Win with a Top of the Table Solution from Advantex

Established in 1879, Sunderland AFC is a professional football club based in the city of Sunderland. Competing in League One, the third tier of English football, they play their home games at the iconic and world-renowned Stadium of Light.

The Challenge

On or off the pitch, communication is vital for any football club - and when every second counts, speed and efficiency are the key to success.

For some time, the Wearside-based club had been making the most of an old and outdated telephony system, far from the needs and expected standards of the club - resulting with the need for a full technology refresh.

Sunderland AFC approached Advantex to not only refresh the existing technology but to create a communications solution that would interconnect the whole club - from the ticket office to the club shop, the stadium to the training ground, the solution needed to be flexible and scalable to meet the demands of a growing football club.

> **What we do off the pitch is equally as important as how we as a club perform on the pitch, and Advantex are like a new superstar signing, always delivering innovative solutions to help us succeed.**
>
> **Roger Whitehill,**
> IT Manager at Sunderland AFC

The Solution

Replacing an entire communications system across multiple sites may seem like a daunting task, but with decades of experience, Advantex was able to design a solution utilising the most advanced and state-of-the-art communication technology available.

Using Mitel's MiVoice Virtual Business software on two VMWare platforms allowed Advantex to efficiently, and more importantly, cost-effectively install a high-availability and disaster recovery solution that connects the entire football club with no disruption or downtime.

The Results

The Sunderland-based football club now benefits from a 24/7 supported scalable and reliable phone system that allows exceptional communication across numerous club sites.

Sunderland AFC has a full disaster recovery solution in place, meaning should there be an outage, users will automatically failover to the secondary unit with everything available - allowing them to keep focused on what matters most, success on the pitch.

Summary

Customer Needs

- Full technology refresh of all hardware

- Disaster recovery solution

- High availability multi-site communications system

- Call management system

Components

- MiVoice Virtual Business Software

- VMWare vSphere Software

- Dell R430 Server Platforms

- x255 Handsets and Conferencing Units

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advantex.uk.com