

Detroit Tigers Draft Exinda To Ensure Media Members Get a Homerun User Experience

The Detroit Tigers baseball organization is the oldest continuous one-name, one-city franchise in the American League. The Tigers play 81 regular season home games each year, spanning from late March to late September in Comerica Park, a 41,574 seat ballpark built in 2000. Comerica Park shares a Metro Ethernet network with other businesses in the Illitch family of companies that includes the Detroit Red Wings and Little Caesar's Pizza. The Detroit Tigers corporate office uses a 100 Mbps connection and separate connections totaling 100 Mbps are dedicated for use by members of the media who are working in the ballpark covering games.

The Tigers needed a way to keep the non-essential traffic from journalists, photographers and broadcast media during the games from overwhelming the network and crippling connectivity for other users.



Identified
All Network Traffic



Controlled
Streaming Media



Assured
User Experience

The Challenge

The Detroit Tigers faced a catch-22 situation: the more successful the team is, the more media members attend games, and more strain is put on the network.

The network reserved for media use would experience significant slowdowns on high-volume media days, but the IT department lacked insight into what was causing the issues.

The IT department couldn't limit all traffic on the network because uploading photos, updating blogs, and live tweeting are part of the business requirements for journalists

"We have users trying to update graphics or blogs or Twitter and we would get complaints about slowness, but we really didn't have any visibility into what might be causing the issues they were experiencing."

— **James Darrow**
Director of IT,
Detroit Tigers



The Solution

After installing Exinda 6062, The Detroit Tigers were immediately able to monitor all network usage and identify which users and applications were impacting the network.

One look at the Exinda dashboard showed that recreational traffic usage was much higher than expected, and streaming media from Hulu, Netflix, and Pandora was significant.

The IT team was then able to create policies to control streaming media usage during the games to assure broadcast media could reliably access their critical applications.

The Results

With Exinda in place, the Detroit Tigers now have complete visibility into all application traffic crossing the network. By using Exinda's real time monitoring and control capabilities, the IT department has successfully set policies that prevent recreational media streaming by bored journalists from hurting the user experience for other users trying to update or upload content during the games.

“During slow periods like rain delays, there was significant video crossing the network, from sites such as Hulu or Netflix. Because that type of traffic is not part of their business requirements as journalists, we can limit that use by setting specific policies around the most impactful applications and users.”

— **James Darrow**

Director of IT,
Detroit Tigers

“When our IT team is working the games, they have the Exinda dashboard up on the screen so they can see in real time what's going on. Using Exinda, we've really been able to limit that non-business traffic when we need to. In IT, not hearing from people means everything's going well, and it's been very quiet since we've implemented Exinda”

— **James Darrow**

Director of IT,
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