

## CASE STUDY

# Sports and Entertainment Company

**CLIENT PROFILE:** A leader in the sports management industry, providing high quality sports and entertainment to millions of fans across the country.

**BUSINESS NEED:** Recognizing information technology as a key driver of its ongoing success, the company engaged IT Evolution to establish strategic planning, budgeting, and IT service processes for its IT department. This included the development and implementation of the company's first internet-based marketing strategy.

**OUR SOLUTION:** Create a practical roadmap for maturing the technology organization with a focus on capability, flexibility, and agility. Help execute the roadmap to meet objectives within current financial and time constraints. We developed a practical, customized approach using a two-phased program suitable for the organization's operational environment with a minimum of risk.

### Phase I Transitional On-site Outsourcing Solution

- A dedicated IT Manager and dedicated, on-site help desk to manage and support the day-to-day operations for all center facilities and sports teams, web/graphics internet development team to office to create or upgrade the center and sport teams web presence, and infrastructure group to upgrade and enhance communications and server capabilities.
- Access to a virtual IT department for infrastructure engineering, application development, sourcing and technology consulting.
- Access to the IT Evolution library of project plans, procedures, presentations and cost data.

### Phase II IT Communications, Planning, Control, and Service Management

- Performed business process analysis & IT infrastructure design.
- Aligned the IT mission to corporate strategic & tactical plans.
- Established effective financial controls to ensure appropriate return on IT investment, including annual budgets, business cases and status reporting.
- Created procedures for incident, problem, change, release, and configuration management.
- Negotiated & managed contracts with third-party vendors.
- Created an Internet strategy and integrated it into overall advertising and marketing strategies.

**OUR IMPACT:** IT Evolution implemented over \$3 million in IT services and products annually, and created the client's first formal IT Services department, including business systems, operations, application development, and infrastructure engineering groups. IT Evolution developed annual IT strategy plans with each department and sports team to allow them to better service their customers.