

# Cisco Capital helps sporting venue score a connected stadium

## Background

Built over 150 years ago, this iconic sporting venue is a 48,000-capacity stadium used for cricket and football matches. In 2013, the stadium management company decided to replace one of its aging stands with a new stand, in preparation for a major sporting event to be held the following year. As part of the project, the company wanted to equip the venue with world-class digital stadium technology, enhancing fans' game experience through high-definition video and real-time content for mobile devices.

After considering proposals from several IPTV and Wi-Fi service providers, including long-term incumbents, the company awarded the contract to Cisco. Cisco proposed implementing its Connected Stadium networking platform, along with Connected Stadium Wi-Fi to support high-density wireless connectivity in the stadium, Stadium Vision to power high-definition IPTV screens, and Stadium Vision Mobile to deliver video content to mobile devices.

## The Challenge

The company viewed the new technology as an asset rather than a cost and was prepared to invest in a significant project; however, the company had a very limited IT budget and wanted to avoid a significant upfront investment.

In addition, because the stadium's cash flow varied significantly according to sporting seasons and events, they needed to align the costs of construction with its projected revenues and ensure that its financing could scale to support future projects.

Although Cisco's products promised the best solution for the company's ambitious technology vision, Cisco faced very competitive alternatives from a pricing standpoint. Cisco needed to provide its technology at an affordable price for the company and offer a flexible financing solution that aligned with the stadium's fluctuating revenue.

## Cisco Capital Solution

Cisco involved Cisco Capital from very early on in the deal process. This allowed Cisco Capital to work closely with the company's Chief Financial Officer and its communications partner to understand the company's financial and overall business objectives and develop a financing solution accordingly.

Cisco Capital proposed a five-year finance lease with monthly repayments. The structure included an 11-month payment holiday, which meant the company wouldn't have to make any repayments until the technology was deployed and the company was generating revenue from the solution. At the end of the lease, the company would own the equipment outright.

The Cisco Capital lease allowed the company to acquire the infrastructure it needed – including hardware and services – to realize its technology vision.

Making affordable monthly repayments rather than investing upfront allowed the company to align the cost of its Cisco technology with the stadium's variable revenue stream. The 11-month payment holiday enabled the company to start using the video technology to generate advertising revenue before commencing repayments, essentially making this a cash-neutral transaction, with potential to increase revenue for the company over time.

The company is now looking at using Cisco Stadium Vision Mobile so fans have mobile access to live, multi-camera video content and can order food and drinks from their seats.

For more information about how Cisco Capital can help your organization acquire the technology it needs, visit [ciscocapital.com/apjc/](https://ciscocapital.com/apjc/).