

Customer EXPERIENCE

ABOUT EUROPEAN TOUR GOLF

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CUSTOMER NEEDS

- Single permanent solution for voice and data integration at European Tour HQ
- Ongoing project to replace or reduce temporary installations at events
- Reduction in call costs
- Improvement in flexibility of communications

“With our new IP solution from Mitel we have already made significant progress and we are excited about the opportunities to implement a standard infrastructure which we can take with us and plug in wherever we are.”

“The technology will be in place for the Wentworth Seniors Open in August and the HSBC World Match Play in October, both being held at Wentworth Club. Managing our communications internally at a tournament makes a huge difference. Moving forward, we have great vision for the future to extend this into many more of our tournaments.”

– Mark Lichtenhein,
chief information officer,
The European Tour



Mitel 'tees up' IP Communications for The European Tour

Teeing up with IP

The PGA European Tour was established in 1972 and operates a broad range of business initiatives and is essential to its primary mission of administering professional tournament golf. It is a unique business which generates profits for the benefit of the tournament players, who receive their dividends by way of competing and winning prize money. In 2007 The European Tour is responsible for organising over 100 events in 36 different countries.

The European Tour travels worldwide, looking after all aspects of the professional golf association and organising tournaments for professional golfers nearly every week of the year. Due to the amount of organisation and preparation involved in each event, it demands a great deal from its telecommunications solution both at its headquarters at Wentworth and on the road. As a result, it recognised a need to update its telecommunications platform as well as provide its mobile team with a portable communications solution.

Presently The European Tour uses temporary lines installed by local telecommunications companies to run its operations, which includes everything from setting up exhibitor and sponsors tents, the media and communications department, sales and marketing to its very own TV production team.

However, setting up temporary lines takes time, is often unreliable and it was proving costly for The European Tour. Interested to explore the benefits of IP communications and the flexibility it could offer, the Tour approached Mitel®.



it's about **YOU**

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel Teleworker solution
- Mitel IP phones

RESULTS

- Simplified communications management
- Streamlined communications
- Ongoing permanent communications solution

Par for the course

To meet The European Tour's telecommunications requirement the Mitel 3300 IP Communications Platform (ICP) along with the Mitel Teleworker Solution and Mitel 5330 IP Phones were recommended. In its first stage of its telecommunications overhaul, the European Tour installed the 3300 ICP at Wentworth to improve communications and provide IP capabilities. The European Tour also deployed Mitel Teleworker to create a more efficient and mobile workforce and to help it put its ambitious plans in place to eventually have its own telecommunications lines at each event. With the solution deployed at Wentworth the European Tour could then plan a staged implementation to extend its communications plan to tournaments across the world.

Mark Lichtenhein, chief information officer at The European Tour said: "Basically we want to take our own telephone and communications system on tour. It is important for our staff to have seamless access to the same technology, ideally using the same telephone numbers, to improve call efficiencies and streamline communications. It has been a challenge for us relying on temporary lines and, while we realise we can't change this all at once, with IP communications implemented at Wentworth we are finally in a position to start thinking about how we can have permanent lines on tour.

"Mitel's Teleworker solution enables our employees to travel around and work from any location while having access to their desktop as though they were in the main office. The Mitel 3300 platform allows us to add applications as and when we wish, with the ability to build on a platform that is not only very flexible but also scalable."

'Putting' IP to the test

The BMW PGA Championship at Wentworth in May 2007 gave the Tour its first chance to test the Mitel IP solution at tournament level. Rather than buying a few hundred fixed line extensions for one week, by running a fibre cable from the Mitel 3300 ICP, over 50 IP phones were linked up to the data switch from the head office in Wentworth. The lines were extended around to the tented villages, where they were able to locally run and manage their individual activity and operations for the duration of the tournament. Field staff, tournament administrators, referees and staff dealing with sponsors were able to keep in contact with colleagues in the office making operations run far more smoothly and efficiently.

Commenting on the success of using the technology at these tournaments, Mark said: "We were delighted with the solution at Wentworth. It made such a difference to how the team worked together and it removed the huge headache of setting up temporary lines. The success has spurred us on to use the same technology at other events going forward."

Going for a 'birdie'

With IP on board, The European Tour has a great vision for the future. Lichtenhien concluded: "With our new IP solution from Mitel we have already made significant progress and we are excited about the opportunities to implement a standard infrastructure which we can take with us and plug in wherever we are.

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MITEL it's about **YOU**

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently.

Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

**Americas Headquarters
Corporate Headquarters**

Tel: +1 613-592-2122
Fax: +1 613-592-4784

**Europe, Middle East and
Africa Headquarters**

Tel: +44 (0) 1291 430000
Fax: +44 (0) 1291 430400

**Asia Pacific
Headquarters**

Tel: +852 2508 9780
Fax: +852 2508 9232

www.mitel.com

For more information on our worldwide office locations, visit our website at www.mitel.com/offices

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