

Media, Sports and Entertainment | United States

Keeping the show on the road

Pacers Sports & Entertainment

To keep events on track and fans entertained, Pacers Sports & Entertainment needs technology that runs reliably day in, day out. The company found just that with responsive, personable support services from Lenovo.



Lenovo

1

Customer background

Who is Pacers Sports & Entertainment?

Pacers Sports & Entertainment (PS&E) is the sports and entertainment company that manages the NBA Indiana Pacers, WNBA Indiana Fever, and NBA G League Noblesville Boom basketball teams, as well as the Pacers Gaming esports team, the Pacers Foundation charity, and the Gainbridge Fieldhouse arena in Indianapolis. Its inspired and dedicated employees strive to deliver quality entertainment and unparalleled service.

2 The challenge

Although it is a relatively small company, PS&E owns and operates several major sports franchises and welcomes millions of visitors to events at Gainbridge Fieldhouse each year—from basketball games to concerts, wrestling shows, auto racing, and other entertainment events.

To keep operations running smoothly, especially on busy event days, PS&E needs technology it can rely on. “It doesn’t matter whether it’s servers in the data center or employee laptops in the office, my mantra is that technology should just work and work well,” says Courtney Cole, Vice President of Technology at PS&E. “That’s why I try to stick with Lenovo.”

2 The challenge

A long-time user of Lenovo ThinkPad devices, PS&E recently expanded its partnership with Lenovo to include server infrastructure.

“The on-premises servers running our building management systems were due for refresh,” recalls Cole. “We saw an opportunity to consolidate down to one vendor with a proven track record, which makes life much simpler.”

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“I like to compare technology to tap water. End users shouldn't have to think about how complex the inner workings are, they should just turn on their laptop and use it; like turning on a faucet and clean water coming out. In my experience **Lenovo technology just works, and works well**—day after day, year after year.”

Courtney Cole

Vice President of Technology, Pacers Sports & Entertainment

Proud partners

PS&E replaced its existing on-premises server fleet with Lenovo ThinkSystem SR630 and SR650 servers, which today run the building management and lighting management systems at Gainbridge Fieldhouse, as well as virtual machines hosting non-critical functions.

The IT team makes extensive use of Lenovo XClarity to automate infrastructure monitoring and management tasks. “Lenovo XClarity is a huge step up from the system management tool we were using before,” confirms Cole.

Hardware

Lenovo ThinkSystem SR630
Lenovo ThinkSystem SR650
Lenovo ThinkPad X1 Carbon
Lenovo ThinkStation P7
Lenovo ThinkStation P8
Lenovo ThinkPad docks
Lenovo ThinkVision monitors

Software

Lenovo XClarity
Microsoft Hyper-V

Services

Lenovo Premier Support Plus



One-stop shop

Today, the Lenovo ThinkPad X1 Carbon is PS&E's standard device for employees, used alongside Lenovo ThinkPad docking stations and Lenovo ThinkVision monitors.

For PS&E, having one team and one vendor for all technology needs is a weight off IT's shoulders. "It just makes sense to keep it all in one family," says Cole. "Lenovo makes things easy for us."

The Lenovo hardware and OEM software is backed by Lenovo Premier Support Plus with call center support for basic troubleshooting and advanced technical issues, available 24x7x365. "Lenovo technology is so reliable that we haven't had to make much use of the support services," notes Cole. "To my knowledge there have only been one or two issues, and they were dealt with very swiftly."

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“Lenovo’s responsiveness is top notch, so my team never has to escalate anything up to me. I haven’t been so lucky with other vendors in the past.”

Courtney Cole

Vice President of Technology, Pacers Sports & Entertainment

4 The results

In Lenovo, PS&E has found a technology provider it can rely on to deliver dependable hardware, software, and services—helping employees to work at their best to provide quality sports and entertainment to fans.

The company is in the process of replacing its remaining on-premises infrastructure with Lenovo technology. The next project is to move the management software that runs all physical security systems at the Gainbridge Fieldhouse arena (including walk-through metal detectors, magnetic stripe readers, biometric devices, and security cameras) to Lenovo ThinkSystem servers.



One vendor for all technology needs



Reliable hardware



Responsive support

4 The results

Looking further ahead, PS&E plans to replace the custom-built gaming PCs that teams use to edit graphics that are run live during events with high-end Lenovo ThinkStation workstations.

“A lot of times, small companies like ours get lost in the shuffle. Lenovo has made sure that we never feel that way. The team is super-responsive and always takes what we’re saying seriously. Lenovo’s high-touch service means everything.”

Courtney Cole

Vice President of Technology,
Pacers Sports & Entertainment

Why Lenovo?

For PS&E, the partnership with Lenovo is about reliability—both of technology and of service.

“Lenovo is a solid partner that stands behind its products,” says Cole. “We know from experience just how dependable Lenovo devices are. But just as importantly, we know we can rely on the people at Lenovo. Even senior folk take the time to talk to us, answer our questions, follow up on items; it feels like it’s in their culture all the way up. Even though we’re a relatively small company, we never have to fight for attention—Lenovo is always there for us.”

How do event organizers keep fans entertained?

Pacers Sports & Entertainment helps ensure events go off without a hitch with reliable technology and services from Lenovo.

Explore Lenovo ThinkSystem Solutions