

Case Study

ViaWest Tackles Denver Bronco's Online Initiatives and Helps Deliver Superior Fan Experience



“ViaWest’s exceptional service supports our aggressive goal to create one of the leading NFL team websites for both our fans and the league.” – Steve Harbula, senior director of marketing communications, Denver Broncos

Industry: Professional Sports

ViaWest Products/Services: Hosting and Managed Services including: Database Administration and Replication, Load Balancing, Content Replication and Caching, Application Acceleration and Performance Tuning

Scenario: The Denver Broncos franchise is one of the most well-recognized and well-respected football organizations in the country. The team is committed to providing an online experience for their fans that equals what their players deliver on the field. Their website (www.denverbroncos.com) features news, multimedia, fan forums, games and other interactive functionality to give fans the most advanced and entertaining online experience available. As a result, the website has been recognized by *SportsBusiness Journal* as being one of the best websites among all major U.S. professional sports teams.

Business Challenge: The number of online users that visit the Denver Broncos website on any given game day is greater than the capacity of the entire Denver Broncos stadium.

In 2003, Steve Harbula, senior director of marketing for the Denver Broncos, realized the potential hazards behind such heavy web traffic and went looking for a provider that had the breadth and depth of experience that would allow the Broncos to grow their online presence without increasing IT resources.

Harbula and his team were dedicated to incorporating new interactive features to their website to offer a one-of-a-kind virtual fan experience. As part of this experience, Harbula wanted to offer a finely tuned front page and a real-time game day experience for online users that was always available and set a new standard for NFL team sites.

Solution: Choosing a managed service provider was critical to the growth strategy of the Denver Broncos.

Because Harbula and his team are continually enhancing the website to provide users with a superior experience, they wanted a partner that was able to provide the agility necessary to grow with them. Additionally, they were looking for a provider that offered reliable and timely services that would ensure the success of the website project.

The Denver Broncos partnered with ViaWest, a local Denver hosting and managed solutions provider, to quickly, effectively and proactively begin managing the Denver Broncos website at a secure data center location.

“The ViaWest team understood our objectives for the site and our commitment to our fans. ViaWest



viawest

had experience working with the applications and databases we were using and were able to fully tackle our online initiatives. ViaWest partnered with us to develop a more scalable, reliable and efficient solution while keeping in line with our budget,” said Harbula.

ViaWest provided the server and network platforms that drove the rapid growth of the Denver Broncos website by extending its redundancy and ensuring it had the necessary support to sustain the heavy usage the site gets during the football season.

The platform provided by ViaWest allowed the web developer, Creation Chamber, the freedom to create solid applications while maintaining the ability to not only handle more visitors but to allow ongoing enhancements to the site.

The Denver Broncos now utilize a complimentary set of ViaWest’s managed services including network and server administration, load balancing, web front end caching, content replication, application acceleration, performance tuning and database replication. This solution has been instrumental in the success of the Denver Broncos website.

“ViaWest’s customer support team is very knowledgeable and helped to complete the conversion on-time and with no surprises,” said Harbula.

“With ViaWest as our provider, we receive expert database administrators that give us exceptional support and real time database monitoring and management. Their exceptional service supports our aggressive goal to create one of the leading NFL team websites for both our fans and the league.”

With ViaWest as its local hosting partner the Denver Broncos also developed a sophisticated but user-friendly “Game Day Experience” feature. The application is fully integrated with the Broncos’ comprehensive marketing strategy and gives fans a platform to experience the game online. The application offers real-time features including game scores, play-by-play recaps, fan trivia and contests. ViaWest’s experience and technical expertise has leveraged Game Day Experience and established the Denver Broncos website as a secure and solid online destination.

“We chose ViaWest as our managed hosting provider because of their dedication to providing superior service. The ViaWest team has exceeded our expectations and has helped us grow our website without adding any internal resources. As members of the Rocky Mountain business community both of us feel a responsibility to do the best work we can do – that is a true partnership,” added Harbula.

CUSTOMER HIGHLIGHT DENVER BRONCOS

VIWEST PRODUCTS/SERVICES

- Database Administration and Replication
- Load Balancing
- Content Replication and caching
- Application Acceleration
- Performance Tuning

KEY BENEFITS

- Enhanced efficiency and productivity
- Dependably sustained heavy web traffic
- Proactively approached concerns or issues before they became a problem

RETURN ON INVESTMENT

- Recognized by *SportsBusiness Journal* as one of the best U.S. professional sports team websites
- Reduced website search queries from 10 seconds to 0.2 seconds



www.viawest.net

To learn more about how ViaWest can help your business, call a ViaWest representative today at 1-877-448-9378 or email sales@viawest.net.

ViaWest is a registered trademark of ViaWest Internet Services, Inc. Information contained herein is for marketing purposes only and may change without notice. All ViaWest services and products are subject to availability.