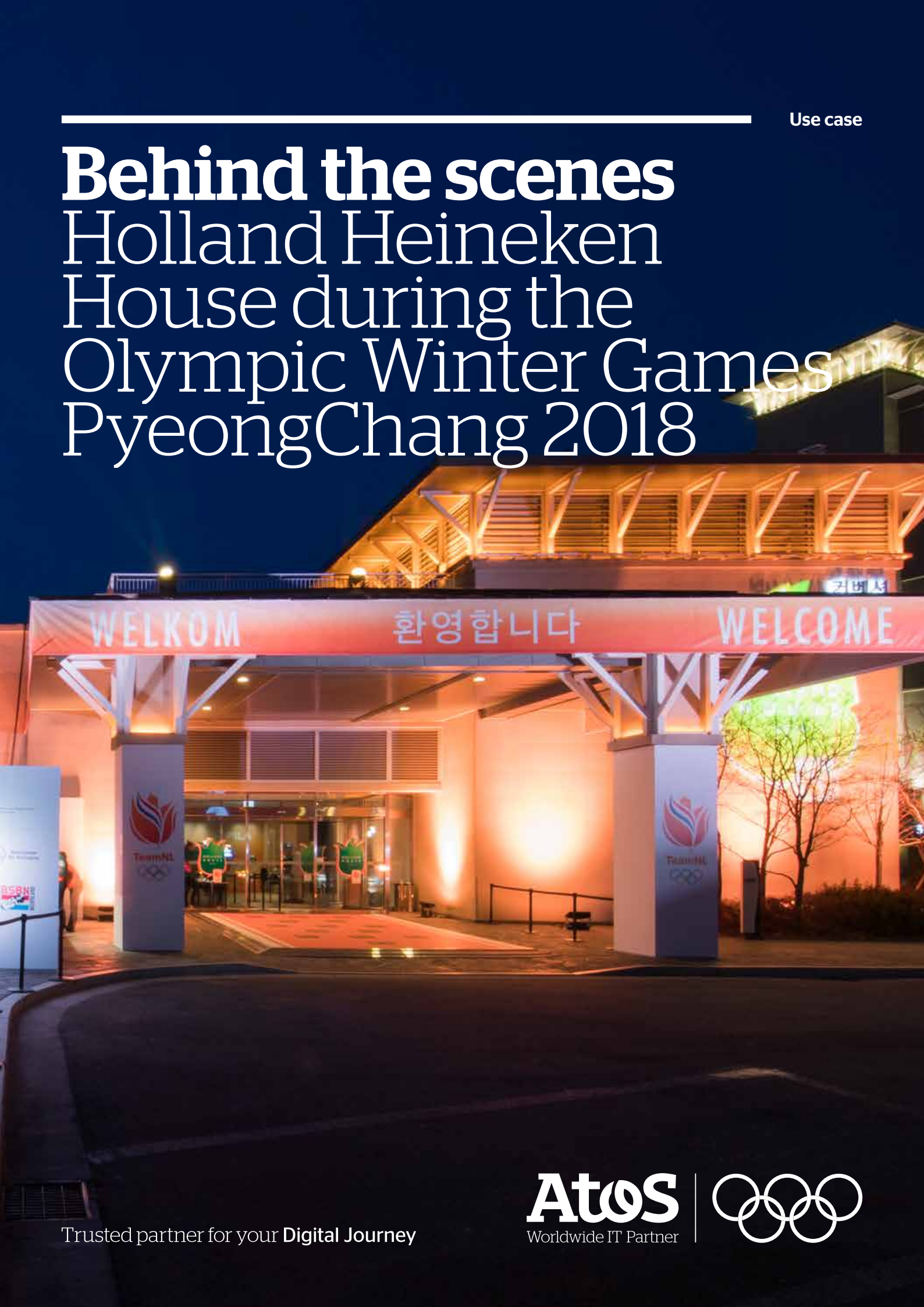
Use case

Behind the scenes

Holland Heineken House during the Olympic Winter Games PyeongChang 2018



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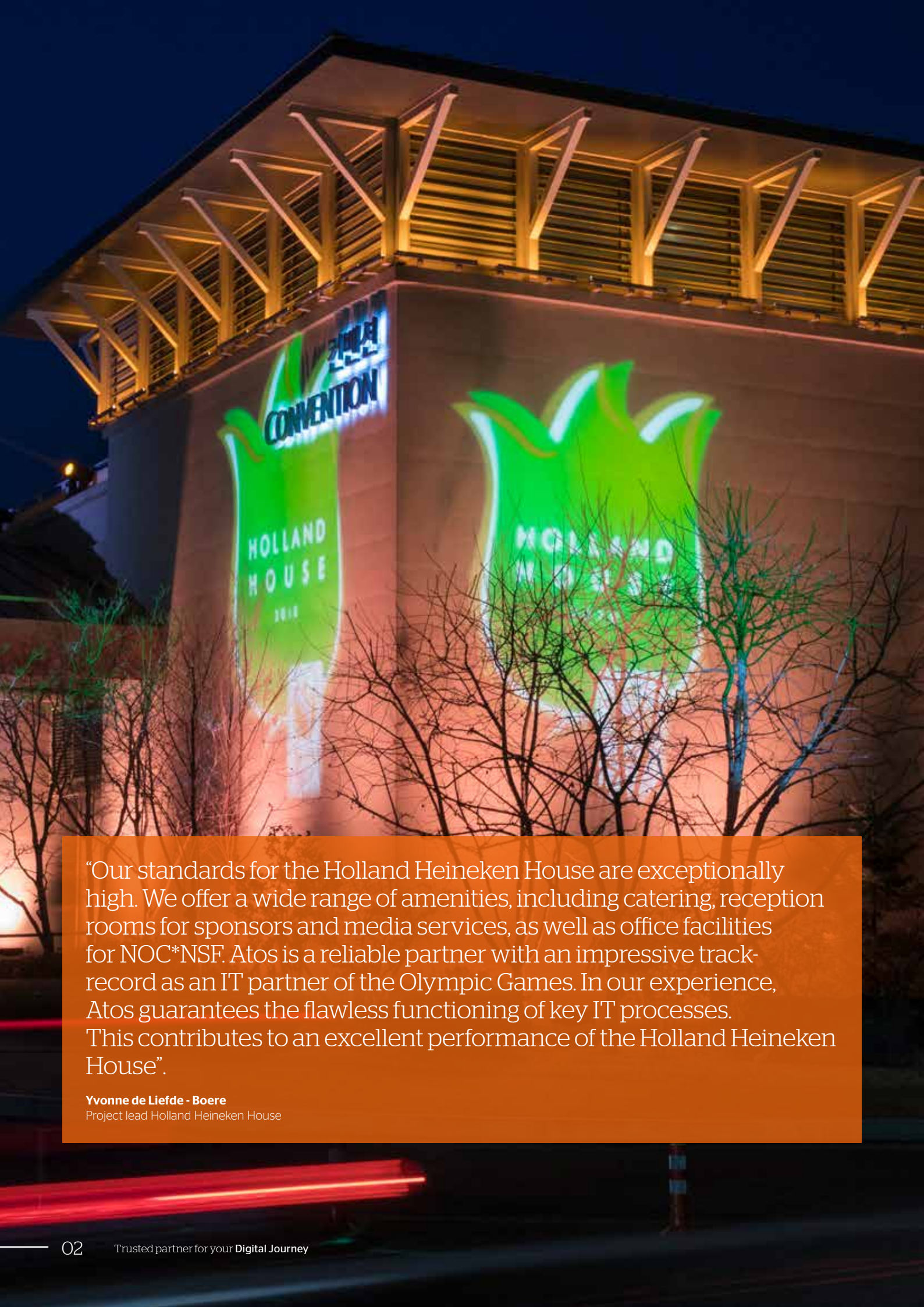
Atos
Worldwide IT Partner



"Our standards for the Holland Heineken House are exceptionally high. We offer a wide range of amenities, including catering, reception rooms for sponsors and media services, as well as office facilities for NOC*NSF. Atos is a reliable partner with an impressive track-record as an IT partner of the Olympic Games. In our experience, Atos guarantees the flawless functioning of key IT processes. This contributes to an excellent performance of the Holland Heineken House".

Yvonne de Liefde - Boere
Project lead Holland Heineken House

Holland Heineken House

PyeongChang 2018

During the Olympic Winter Games PyeongChang 2018, the Holland Heineken House provided the meeting place for all those supporting the Dutch Olympic Team.

The Holland Heineken House is the traditional meeting place for representatives of the Dutch sports world as well as supporters of Dutch athletes. It is the official Dutch home base hosted by NOC*NSF (Netherlands Olympic Committee) and facilitated by Heineken. The Holland Heineken House was launched during the Olympic Games in Barcelona 1992, and PyeongChang 2018 was its 14th consecutive edition.

The Holland Heineken House incorporates a merchandise shop, fan zone, reception rooms for sponsors, athlete's amenities, media facilities and an information desk, as well as services for NOC offices. The opening and closing ceremonies are shown on screen, as well as full coverage of all sporting events.

In PyeongChang the famous 'Legendary Lane' was in place. This is an orange path leading right through the House, inspired by Hollywood's Walk of Fame. When an athlete wins a medal, this Olympic Games performance is engraved on a tile and placed on the Medal Wall.

At the Olympic Winter Games PyeongChang 2018, the Holland Heineken House was located in the LaKai Sandpine Hotel in Gangneung, boasting a surface of 1700 m^2.

Atos, the Worldwide IT Partner for the International Olympic Committee since 2001, has been the main provider of IT and communication services for the Holland House for Beijing 2008, Vancouver 2010, London 2012, Sochi 2014 and PyeongChang 2018.

Heineken, NOC*NSF and all stakeholders depend on a flawless IT infrastructure with high class performance. Within two weeks, Atos technicians installed an IT infrastructure delivering the backbone for (WiFi) internet access to all visitors, wired internet connections for security, payment systems and access control, live broadcasting (TV or radio) and a fully functioning press center.

The Holland Heineken House is an excellent example of how Atos designs, builds and runs a complete IT project based on a reliable, cost effective and high-speed infrastructure. This temporary infrastructure has to deliver an outstanding performance to satisfy thousands of visitors. When the Games come to an end this facility is immediately dismantled.

Holland Heineken House: the PyeongChang 2018 challenge

- No/limited internet and telephone connections available at the LaKai venue
- South Korean rules and regulations reviewed
- High performance internet connection required from at least two different suppliers:
- Cyber security with high security standards required
- Facebook and WhatsApp are the main operational communication channels for all crew during Games
- Live media broadcasting for Radio 538, SBS6 and other media
- Online real time ticketing systems
- Crowd management by delivering detailed reports to Heineken management team
- Payment systems working according to South Korean standards and protocols
- Bring your own device: connectivity of tablets, smartphones, laptops, servers and other IT equipment.

The Atos Solution for the Holland Heineken House

The Atos solution consisted out of internet connections to enable excellent communications for volunteers, professionals, press, media, visitors, and VIP. Atos was responsible for the implementation of IT facilities in various meeting rooms for the Heineken management team, NOC*NSF, TeamNL Lounge, content teams and press center. Radio 538, SBS6 and other Dutch or international media organizations utilized the internet connections made available by Atos.

The Olympic Winter Games PyeongChang 2018 will be remembered as 'The Most Technology Advanced Games Ever'. Traditional media such as radio and television were blended with the internet channels. For the Holland Heineken House 2018 project, Atos was responsible for high-speed internet connections enabling live feeds by all media organisations. Atos developed a public WiFi network that enabled visitors to share their personal experiences on social media with friends, family and the rest of the world.

From preparation to operation

Preparation for the Holland Heineken House in PyeongChang was intense. Atos consulted all relevant partners to evaluate their specific needs. Several solutions were pre-tested and meetings were held with representatives in South Korea to anticipate local conditions and regulations. Partners such as Radio 538 and the Holland Heineken House management team have their own specific requirements in order to realise a high return on investment and to deliver sustainable options such as low-energy hardware, WiFi technology and as less cabling as possible.

Several months prior to the Games the Atos team analysed all requirements, risks and designed an IT network robust enough to meet all challenges. The next step was to select suitable partners for delivering high-speed internet, bandwidth and hardware. Taking full advantage of existing networks and adopting a 24/7 approach, Atos was able to develop tailor-made solutions based on two main pillars:

1. Design, implementation and operational services

- high level design;
- detailed technical design and implementation;
- internet vendor selection;
- implementation during building phase;
- operations during Games time (17 days) from 9AM until 1AM;
- clean-up during the final phase;
- flexibility; immediate network extension and upgrade are possible;
- powerful back-up facilities to cope with calamities, such as energy black-outs and internet failures;
- security: combing a transparent IT environment with maximum protection against cyber attacks.

2.Technical infrastructure during operations incl. prioritization live broadcasting (TV and radio).

- high-speed internet (1 GB up/down);
- high-speed WiFi for all visitors in the Holland Heineken House;
- switched infrastructure in building supporting 500 Ethernet connections;
- a structured cable network within the building;
- security and monitoring services (firewalls, bandwidth management).

As soon as the Olympic Games are over the Holland Heineken House is dismantled within two working days and the site completely returned to its original state.

"This is the fifth time Atos has been Heineken's IT partner for the Holland Heineken House. We feel this is an important milestone. The Holland Heineken House is a Dutch meeting place with a global reach just like the Olympic Winter Games is a global sports event where the world is watching. Atos proves to run highly visible and complex IT projects and we are proud to have worked with Heineken again".

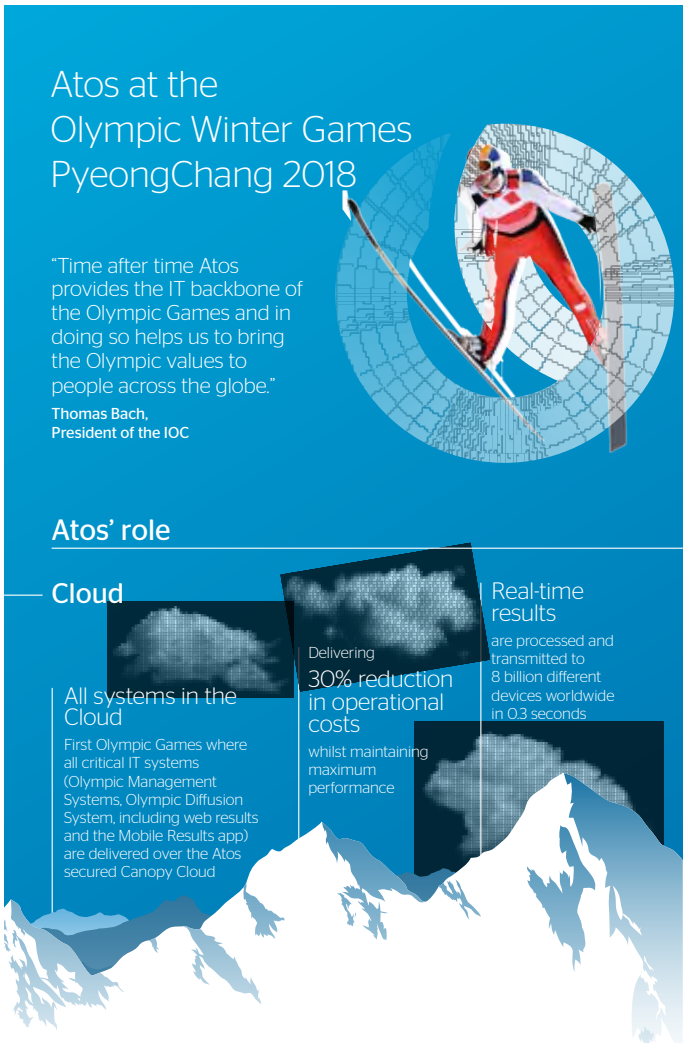
Peter 't Jong
CEO Atos Benelux & The Nordics

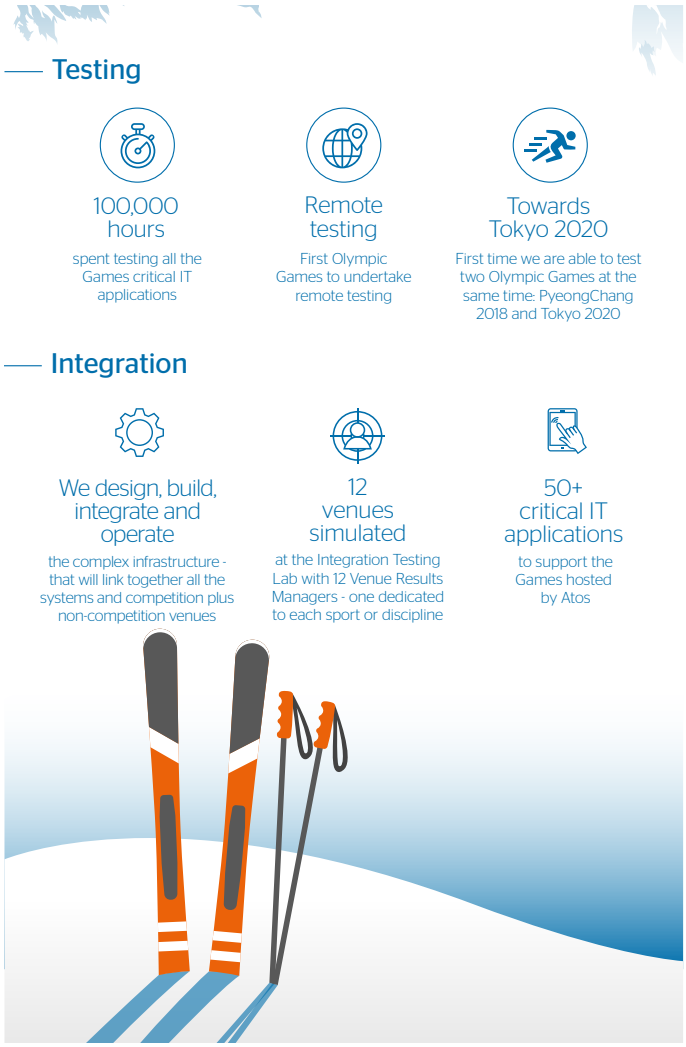
Atos at the Olympic Winter Games PyeongChang 2018

Atos is Worldwide IT Partner for the Olympic Games since 2001. Over the past seventeen years, Atos has made a vital contribution to the success of both the Summer and Winter Olympic Games.

As a result of its many years of experience, together with its in-depth expertise, Atos is able to support clients across the globe. The partnership with the IOC is the biggest sports related IT contract in the world.

From the nerve center in the Technology Operations Center to each Olympic venue and even mobile devices, IT plays an important role throughout the Games, contributing significantly to the development, management, and distribution of the information that is critical to the success of the Games.





About Atos

Atos is a global leader in digital transformation with approximately 100,000 employees in 73 countries and annual revenue of around € 13 billion. European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, the Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index.

Find out more about us
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Let's start a discussion together

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