

Case study

behind the scenes

Holland Heineken House

during the Sochi 2014 Olympic Winter Games



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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”.

Niels Grevenstuk, Senior Sponsor Manager of Heineken



Holland Heineken House

During the Sochi 2014 Olympic Winter Games, 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 Sochi 2014 was its 12th consecutive edition.

This includes a ceremony hall where medal winning Dutch athletes are honoured and spaces for performances and other functions. In Sochi a 'Legendary Lane' was introduced. 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 Legendary Lane.

The Holland Heineken House incorporates a merchandise shop, cafes, reception rooms for sponsors, athlete's amenities, media facilities and an information desk, as well as services for NOC*NSF. There is also plenty to see and do for visitors during the day. The opening and closing ceremonies are shown on screen, as well as full coverage of all sporting events.

At the Sochi 2014 Olympic Winter Games, the Holland Heineken House was located in the huge garden of the four star AZIMUT Hotel Resort in Sochi, boasting a surface of 3,500 m².

Atos, who is 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 since Beijing 2008.

For the Holland Heineken House project during Sochi, all partners depend on a flawless IT infrastructure to turn in a world class performance. Within three weeks, Atos technicians had installed an IT infrastructure that was the core of the wireless network available to all visitors. As well as fixed connections for payment systems and access control, IPT telephony and ISDN for live radio broadcasts, there was a fully functioning press centre to enable the media (radio and TV) to stream broadcasts direct to the Netherlands. Atos manages these key processes and contributes to the success of the Holland Heineken House.

The Holland Heineken House is an excellent example of how Atos designs, builds and runs a complete IT architecture 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 Sochi challenge

- ▶ a brand new venue, technically incomplete with no internal data cabling available
- ▶ no internet or telephone connections available at the start of the project
- ▶ local rules and regulations reviewed due to venue location adjacent to Olympic Park
- ▶ high performance internet connection with a very high security level required
- ▶ Facebook is the main operational communication channel of all crew
- ▶ live media broadcasting for NOS, RTL, Radio 1 and 2, BNR, Radio 538 and other media
- ▶ online real time ticketing systems
- ▶ security staff working with IPT phones
- ▶ crowd management by delivering detailed reports to Heineken management team
- ▶ payment systems working according to Russian standards and protocols
- ▶ Bring Your Own Device: connectivity of tablets, smartphones, laptops, etc. simultaneously for social media, for crew as well as visitors



“To optimise the processing of ticketing such large numbers of people, a high-speed and highly secure network connection is required. Thanks to Atos we were able to deliver”.

Arjan Poleij, owner ticketing systems Holland Heineken House

The Atos Solution

The IT infrastructure Atos has developed for the Holland Heineken House comprises internet and phone connections to enable excellent communication between partners and for users of the press centre. In addition, Atos was responsible for the implementation of IT facilities in the NOC*NSF offices, printer connections as well as the required connections and services in the Holland Heineken House meeting rooms. NOS, RTL, Business News Radio and Radio 538, together with other media organisations, utilised the telecom connections made available by Atos.

The Sochi 2014 Olympic Winter Games will be remembered as 'The Most Social Games Ever'. Traditional media such as radio and television were blended with the internet channels. For the Holland Heineken House 2014 project, Atos was responsible for telephone services and high-speed internet connections enabling live feeds by all media organisations. Atos also developed a public WiFi network that enabled supporters to share their experiences with friends and family at home as well as with the rest of the world.

From preparation to operation

Preparation for the Holland Heineken House in Sochi was more intensive than ever. Atos consulted all relevant partners to evaluate their specific needs. Several solutions were pre-tested and meetings were held with representatives on the ground in Russia to anticipate local conditions and regulations. Parties such as Radio 538, NOS and the Holland Heineken House management team have their own specific requirements. Heineken therefore asked its partners to bring to these consultations a perspective related to their specific discipline in order to realise a high return on investment and to deliver sustainable options such as low-energy hardware, WiFi technology and as little cabling as possible.

“Good IT is just as important to an organisation as food and drink are for the people who work there. Atos fully understood our needs and was always there for us”.

Gerard Dielessen, Managing Director NOC*NSF

Several months prior to the Games the Atos teams analysed all the requirements and possible 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 suitable hardware. Taking full advantage of existing networks of providers and partners 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;
- ▶ telecom vendor selection;
- ▶ implementation during building phase;
- ▶ 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: combining a transparent IT environment with maximum protection against cyber attacks.

2. Technical infrastructure

- ▶ high-speed internet with excellent connections with the Netherlands (100 Mbs up/down);
- ▶ high-speed WiFi connection for all visitors to 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.

“During previous Olympic Games our experiences with Atos were always entirely positive. We had high ambitions this time as we focused on TV broadcasting in addition to radio. Atos met every single challenge”.

Alexander Josiassen, Manager Technology & Operations of Radio 538

“This is the fourth time Atos has been Heineken's IT partner for the Holland Heineken House. These were four entirely different projects presenting their own individual challenges and environments and their own cultural features and language barriers”.

Rob Pols, CEO Atos Benelux & The Nordics



Atos and the Olympic Games

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



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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.

What Atos Delivers

Atos' challenge is to create, with over 3,000 Business Technologists from different organisations, an IT solution for each Olympic and Paralympic Games that allows the capture and reporting of every moment of the action and supports in bringing it to the world via television and the Internet, first time, every time. This requires a blend of specialist skills and experience backed up by a complete understanding of just what the organizers, competitors and audience expect. As lead integrator, project manager and IT operations manager, Atos is ultimately responsible for the entire IT infrastructure of the Games.

- ▶ **Design** – Atos is responsible for designing a high quality, complex and secure IT infrastructure on time, to specification and within budget. While designing the architecture for the current Games, Atos always consider the next Games and how to transfer the knowledge gained;
- ▶ **Build** – Atos implements preventative IT security measures to protect against physical and digital attacks on the IT network architecture. The company is also responsible for building and refining a customized suite of software applications that power the Olympic Games;
- ▶ **Operate** – Atos applies its 'one team' approach to ensure that a complex network of IT partners and suppliers, employees and volunteers work together to deliver the best possible service and support to each Olympic Games.

For more information about Atos and the Olympic Games go to atos.net.

The Olympic Winter Games 2014:

numbers at a glance

400



servers

5,600



3,000
Business Technologists

100,000
Testing hours



About Atos

Atos SE (Societas Europaea) is an international information technology services company with 2013 annual revenue of € 8.6 billion and 76,300 employees in 52 countries. Serving a global client base, it delivers IT services through Consulting & Systems Integration, Managed Operations, and transactional services through Worldline, the European leader and a global player in the payments services industry. With its deep technology expertise and industry knowledge, it works with clients across different business sectors: Manufacturing, Retail & Transportation; Public Sector & Health; Financial Services; Telcos, Media & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Worldline and Atos Worldgrid.