



Putting data at the heart of the team

Munster Rugby transforms its performance with data accessed through reliable desktop and laptop solutions



Sport | Ireland

Business needs

Munster Rugby wanted to increase success on and off the field by giving its largely mobile workforce reliable access to the data they need from multiple locations.

Solutions at a glance

- [Client Solutions](#)

Business results

- Improves connectivity and efficiency for mobile workforce and on-the-go pros
- Increases speed and power to support back-office ticketing systems
- Delivers reliable performance that means Munster staff are more productive
- Empowers commercial teams to drive growth with reliable technology

120+



presentations delivered a month across Ireland and the U.K. on lightweight, future-ready Dell Latitude laptops

100%

reliable day in, day out



Few clubs in the world of rugby are as well known as Munster Rugby. Founded in 1879, the club has spent many years at the top of European rugby by fostering a culture of passion, ambition, excellence and integrity.

After a challenging period on the field, the club is on the ascendency once more. Its teams are winning, and the club is turning a cash deficit into a surplus. So what's changed? The appointment of Rassie Erasmus, the director of rugby, has made a big difference, bringing new ideas to the game. But the club's use of IT has changed too. It's fair to say Munster Rugby is being transformed by data — both in the way the team trains and plays matches, and the way the club runs its affairs behind the scenes.

Data transforms performance

IT is making a difference to the club's fortunes. For example, through analysis of data on ticket sales, Munster Rugby revamped its ticketing strategy. It targeted families, making it financially viable for supporters to bring their children to matches. The results have been dramatic, with the number of children attending games rising from 500 to up to 5,000 a game. In addition, it has boosted season ticket sales by 30 percent year on year.

Enda Lynch, head of commercial and marketing at Munster Rugby, says, "Data is transforming the fortunes of Munster Rugby. We saw a €2.05 million rise in ticket sales by being able to capitalise on increased interest in the team, with greater data analysis and better targeting of customers."

Driving change from the data centre to the workplace

The transformational use of data goes well beyond the club's data centre. Lynch, for example, needs always-on access to data from multiple locations. He says, "Like many people, I'm constantly on the move: attending meetings, giving presentations to companies. To be

productive, the performance of my laptop is crucial." Lynch is part of "fluid workforce," a term he uses to describe most Munster Rugby employees. "Only a small number of staff work from fixed desktops, and these people need reliable, well-designed client devices to stay on top of their workloads," he says.

Maintaining the momentum

When the existing client solutions at Munster Rugby came towards the end of their lifecycles, the club engaged with local Dell EMC Partner Action Point to transform its workplace. Both parties had developed a trusted relationship over many years. Action Point proposed a mix of Dell Latitude laptops and Dell OptiPlex desktops to answer the club's needs for reliable, high-performance client devices. "We were happy with the service from Action Point over the years," says Lynch. "Plus, we had experience of Dell devices, so we were confident in following Action Point's recommendation."

"I work for one of the greatest teams in the world. There is too much work to be done to be held back by poor technology!"

Enda Lynch, Head of Commercial and Marketing, Munster Rugby

A trusted combination

Working with Action Point, Munster Rugby rolled out a range of Dell Latitude laptops, including 3000 series and 5000 series models. For the small number of desktop users, the club deployed Dell OptiPlex 3010 and 3020 models. Both desktops and laptops provide personnel with access to a range of Windows-based applications as well as connectivity to cloud-based Microsoft Office 365.



“I’m at my best when working with my Dell laptop. It comes with me wherever I go.”

Enda Lynch, Head of Commercial and Marketing,
Munster Rugby

Reliable performance all season long

Today, workplace transformation at Munster Rugby is being supported by the Dell client devices. Lynch, who carries a Dell Latitude E3560 laptop with him throughout the day, provides a great insight into the way technology is helping shape the club’s future. “It’s not unusual if I have to make five presentations in different venues in a single day. I know I have the tools I need if I’m carrying my Dell Latitude laptop. I open it up and in less than 30 seconds, I’m ready for business,” he says.

Zero disruptions

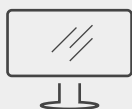
Munster Rugby employees across the organisation can relate the same experience of using Dell Latitude and OptiPlex solutions. “Everyone has noticed the improvement in performance,” comments Lynch. “You turn on your machine and it connects to the network in moments. I’m at my best when working with my Dell laptop. It comes with me wherever I go.” Better still, maintenance work such as software patching is carried out by Action Point staff remotely. Lynch says, “I don’t think I’ve ever seen a member of the maintenance team. My machine is always up-to-date.”

Teamwork that can’t be beaten

The work of players, the work of club employees and the performance of IT: these three things are helping Munster Rugby strengthen its position and transform its commercial activities. “Go back just five years and you’ll see how much the performance of IT has improved. It plays a much bigger role in organisations today,” says Lynch. “We’re transforming Munster Rugby by making the most of IT and data with Dell solutions.”

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ActionPoint 



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