

# 2012 ATP Buenos Aires - Copa Claro

## Delivering better experience through Alcatel-Lucent technology

### CHALLENGES

- Give communication means and access to venue, press, attendees
- Keep community informed on tournament's evolution

### PRODUCTS & SOLUTIONS

- OpenTouch Hosted Ed. & MyIC phone
- OmniSwitch LAN & OmniAccess WLAN & APs
- Alcatel-Lucent Digital Signage Solution

### BUSINESS & TECHNICAL BENEFITS

- VIP services for VIP guests (WiFi, internet access, social media, telephony)
- Attendees to get in contact with family and friends anywhere in the event venue using communications from any device
- Easy operations, administration and security tasks thanks to hosted solution, respecting security demands from ATP

### DEAL FACTS & FIGURES

- Date: February 2012
- Business Partner: Claro (service provider, America Móvil)



“Offering fans capabilities to easily be informed and share their experience via the Internet while at the event is important and what fans have come to expect. With a technology partner like Alcatel-Lucent, we can be sure to deliver this experience and also leverage the technology to make the organization and operations of the event easier to manage”

Gustavo Alejandro Bergoc  
Claro's Head of Value Added Services and Alliances

### CUSTOMER DETAILS

- Location: Buenos Aires Lawn Tennis Club, Argentina
- Vertical: Entertainment/Media
- ATP Event - February 18<sup>th</sup> to 26<sup>th</sup> 2012