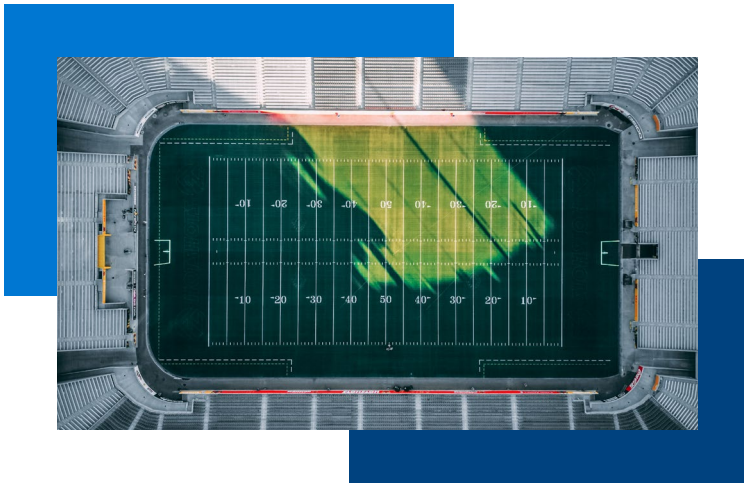**DELL**Technologies

Improving user experiences across diverse business units

The Kraft Group deploys innovative IT solutions for manufacturing, sports and corporate entities.

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"Our Dell Technologies infrastructure provides data in a real-time scenario that lets our stakeholder group evaluate their businesses on a daily basis and make decisions based on what's really going on."

Michael Israel
CIO, The Kraft Group

Business needs

The Kraft Group, a global, diversified business, encountered challenges with a decentralized, disparate IT environment. The business units standardized on an enterprisewide Dell Technologies infrastructure to reduce IT costs, improve employee and customer experiences, and advance sustainability goals.

Business results

- Enhanced game day experience for sports fans.

- Decreased storage expenditures by 25–30%.

- AI computer vision at the edge drives improvements in stadium safety and cybersecurity.

- Real-time analytics enables meaningful interaction with fans and employees.

- 60% decrease in data center footprint advances sustainability goals.

Solutions at a glance

- Dell Edge Solutions

- Dell PowerEdge

- Dell PowerProtect DD

- Dell PowerScale

- Dell PowerStore

- Dell VxRail

- Dell CloudIQ

- Partner: Secureworks

- Partner: VMware

The Kraft Group is a diversified organization managing companies across sports venues, manufacturing, real estate, commodities trading and other verticals. The company turned to Dell Technologies to modernize and standardize IT solutions across these different companies. In addition, Kraft Group's businesses are committed to sustainable energy as well as renewable energy and water sources.

## Edge technologies provides real-time insights

The Kraft Group is best known as the owner of the New England Patriots and the New England Revolution. One of its key goals is to continuously improve the fan experience. As a result, the Kraft Group deployed a modernized edge solution to provide real-time insights to maximize the overall guest experience and make the stadium environment and parking areas as safe as possible.

Michael Israel, CIO of the Kraft Group, comments, "We're focused on technology to enhance the guest experience in our sports and entertainment properties. Now, fans can order concessions from their seats, access fan-cam views on their phones, and interact with games and social media in new ways. With AI analytics and mobile ticketing, we direct cars more efficiently to open parking areas and get our fans through the gates and to their seats faster."

The IT team recently deployed AI computer vision at the edge on PowerEdge servers to enhance physical security monitoring throughout the campus. Real-time AI technology brings incidents directly to the security team's attention.

"With Dell Technologies and AI computer vision technology at the edge, we see what's happening in real time and receive alerts on any incidents or suspicious activity," Israel explains. "Our goal is to make the stadium as safe as possible so we can detect if someone is loitering where they shouldn't be and respond quickly."

The Kraft Group was challenged by poor information related to Wi-Fi experiences for guests and employees. Today, the team uses Dell PowerStore to follow Wi-Fi performance, usage and engagement. It also enables the gathering of real-time information to run a variety of analytics to deliver a better experience for guests and users.

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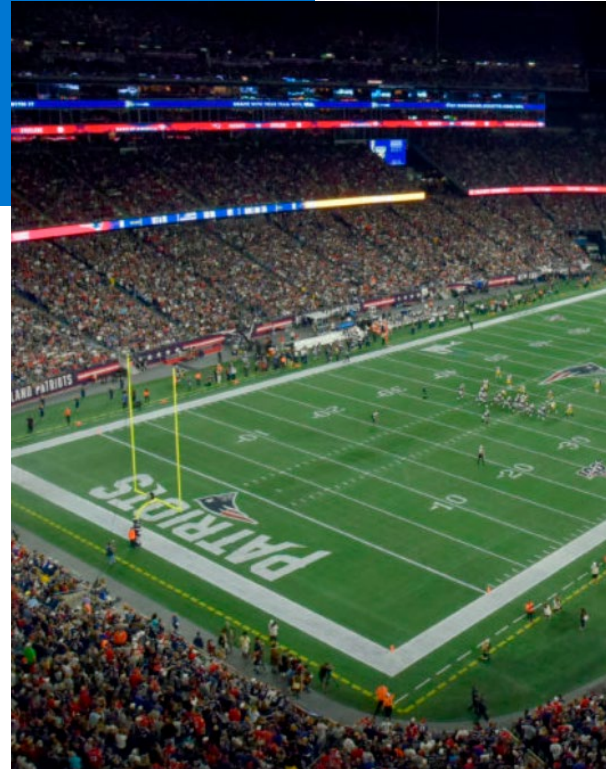
"We have centralized storage farms that use all of Dell Technologies products, including Dell PowerStore, Dell PowerScale, Dell PowerEdge, Dell VxRail products as well as the full array of Dell Technologies backup solutions."

Michael Israel
CIO, The Kraft Group

> Edge solutions **drive real-time** insights for security, POS and Wi-Fi analytics.

Israel states, "With Dell Technologies PowerStore, we provide our management teams with real-time data and analytics at the edge on how fans are interacting with our technology. For example, if we're running out of a product faster than we anticipated at a concession stand, we can act quickly. Dell Technologies helps us be ultracompetitive and ultra-focused on our guests and work with our advertising partners in a more meaningful way. This makes us more nimble and better set up for future success."

Ultra-focused on the fan experience

The company's operating units found the IT infrastructure time consuming to manage. In response, the Kraft Group standardized on an end-to-end Dell Technologies solution that includes Dell PowerStore scalable all-flash storage, Dell PowerScale scale-out file storage, Dell VxRail hyperconverged infrastructure (HCI), Dell PowerProtect DD series appliances and Dell PowerEdge servers running Microsoft SQL Server applications to support high-performance database analytics.

"A big value-add from our partnership with Dell Technologies is the array of products supporting our operations end to end and the support we get from the product teams and executives," notes Israel. "We've brought our entire environment together across common platforms and have eliminated all standalone servers. Everything we do is more streamlined, reliable and secure. We can innovate more quickly and deliver IT services that are aligned with our focus on the guest and user experience."

IT expenditures decreased by 25–30%

The Kraft Group's corporate offices have consolidated their internal applications — such as inventory management, manufacturing and corporate finance — on Dell VxRail with Microsoft SQL Server, which integrates storage and servers in a HCI.

Israel states, "Dell Technologies has aligned well with the Kraft Group's commitment to sustainability and renewable resources. With Dell VxRail, we eliminated 200 physical servers and reduced our data center footprint by 60%. These savings help drive down our energy consumption and carbon footprint. With lower hardware costs and time savings, we estimate our IT expenditures have decreased by 25–30%."

End-to-end infrastructure streamlines operations

The Kraft Group depends on Dell Technologies storage across its business units. For example, the company is ingesting 15,000 tapes of 25 years of broadcast content from its sports and production operations into Dell PowerScale. The business units also store their internal files, daily backups and disaster recovery backups on Dell PowerScale. "By standardizing our operating companies on Dell PowerScale for a variety of workloads, we expanded our administration capabilities without needing additional staff," Israel says.

The Kraft Group uses Dell PowerStore at both the edge and in the data center. Israel explains, "With Dell PowerStore handling both our file and block storage, we've reduced our overall storage footprint by 40%. We have more visibility into our long-term requirements so we can future-proof our environment."

Reflecting on the overall experience with Dell Technologies solutions, Israel comments, "We've been pleasantly surprised by how easy the Dell Technologies solutions are to deploy, manage and maintain with little to zero downtime since we started using them three years ago."

DELLTechnologies

> "With Dell Technologies solutions at the edge, we're reducing our operating costs, becoming more efficient and responding to customer needs more quickly."

Michael Israel
CIO, The Kraft Group

Securing the infrastructure with cyber resiliency and data protection

In addition, the Kraft Group uses Dell CloudIQ for proactive health monitoring, predictive analytics and machine learning across its Dell Technologies hardware. "By providing simplified application management, Dell CloudIQ enhances our ability to do more with less," states Israel. "Having a health score check in one place allows us to ingest data from systems across all our business operating units."

For comprehensive data protection, the IT team uses Dell PowerProtect DD to centrally administer backups enabled by Dell Avamar across all its operating units.

Security is key to keeping operations running smoothly at the Kraft Group. So Dell Technologies has partnered with Secureworks to provide the Kraft Group with a cloud-native cybersecurity analytics solution for threat detection and response.

Modernizing the infrastructure for today and tomorrow

The Kraft Group's partnership with Dell Technologies is playing a pivotal role as the company transforms its applications. Israel concludes, "Partnering with Dell Technologies is helping us get the job done quicker and better and at a lower cost. With advanced automation and workload consolidation, we have achieved massive scale and efficiency while advancing our cyber resiliency. At the same time, we have gained the agility to quickly adapt and modernize our infrastructure and applications as our requirements change."

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