

# IMPACT BRIEF

## CLIENT:

**Philadelphia Eagles**  
Philadelphia, PA

## DESCRIPTION:

The Philadelphia Eagles are known as one of the more progressive organizations in professional sports and have come to be considered one of the most storied sports franchises in history. Led by head coach Chip Kelly, the Philadelphia Eagles are a two-time NFC champion and nine-time NFC East champion professional football team in the National Football League. The Eagles, whose home field is Lincoln Financial Field, are an iconic and beloved Philadelphia sports team with some of the most devoted and loyal fans in professional football.

## CLIENT NEEDS:

Referred to iBusiness Technologies by Apple, the client planned a major investment in new iPads to more effectively and securely communicate critical information instantaneously to players, coaches, owners, scouts and staff. Eagles' management wanted to leverage mobile technology and the Apple ecosystem to coordinate sports training, management and digital playbook resources. The team needed a proven mobile solution and implementation partner to strategically deploy their devices, critical content and collaboration tools. Data security was of extreme importance as the proprietary information contained on the teams' iPads, if compromised in any way, could have profound and lasting repercussions on the teams' performance and the Eagles' franchise value.

## SOLUTION & IMPACTS:

Configured and deployed 150 iPad Airs with numerous resources for athletic conditioning, game video analysis, digital playbooks, confidential collaboration and mobile device management. Unique Apple IDs for each device optimize granular control. Team members, owners, and staff can now securely and quickly collaborate using the proven and acclaimed iOS 7 platform. Mobile device management enables over-the-air content/App distribution by specific user group, device restrictions and the ability to immediately wipe a lost or stolen device.



## SOLUTION SUMMARY:

**PRODUCT & SERVICE MIX:**  
150 x iPads

**SOLUTION PARTNER:**  
iBusiness Technologies  
New York • Chicago • Philadelphia