



Entertainment / Leisure / Sport

# Taking the **gold medal** for live sports innovation

International sporting event  
organizing committee

Hosting large-scale sporting events is no small feat. This event organizer teamed up with Lenovo Digital Workplace Solutions to harness the power of technology and ensure that a multi-day sports event ran flawlessly from start to finish.

Lenovo

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**Who is  
this  
international  
sporting  
event  
organizing  
committee?**

This sporting event organizer invites top-performing athletes from one of the most successful sporting regions of the world to participate in a range of competitive sports.

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## The Challenge

With thousands of athletes, millions of spectators, and many sports, this international event is one of the most anticipated competitions in the elite sporting calendar. Ensuring that all games and tournaments run smoothly for every second of the multi-day event is the core mission of the event's organizing committee.

Keen to showcase its host country's leadership in sustainability and technological innovation, the Committee set out to minimize environmental impact and harness cutting-edge technologies such as augmented reality and AI throughout the competition. Crucially, the organization wanted to show that it could put the latest technological advancements at the center of the event while still ensuring flawless execution of every competition in the event.

Juggling extremely tight deadlines, the organizers looked for a technology partner that could deliver powerful AI, security and high-performance infrastructure in a very short period and ensure that these new technologies would function without any issues throughout the event.



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“The event offered us a chance to demonstrate how innovative technologies can be used to create a captivating digital experience for fans and athletes. Building strong partnerships with global technology leaders was key to ensuring that we could achieve our ambitions.”

**Spokesperson**

International sporting event  
organizing committee

# Top ranking tech support

With technology playing a starring role in the event, the organizers decided to team up with Lenovo to plan and run the competition. With Lenovo TruScale Infrastructure as a Service, the event organizer gained the ability to spin up powerful IT systems capable of powering compute-intensive AI workloads at scale.

At the same time, the event organizer enlisted the support of Lenovo Digital Workplace Solutions and Lenovo Advisory and Professional Services, who offered a full suite of consulting, installation, operation, and maintenance services.

## Services

Lenovo Advisory and Professional Services  
Lenovo Digital Workplace Solutions  
Lenovo TruScale Infrastructure as a Service (IaaS)

# Pioneering live sports innovation

From the early planning stages, the event organizer worked with Lenovo Services to transform its vision for a sustainable and technology-driven sporting experience into a reality. Crucially, flexible, scalable infrastructure services from Lenovo enabled the Committee to build a powerful underlying IT environment quickly, without having to invest in hardware for short-term use.

To help event organizers in multiple venues collaborate effectively, the Committee worked with Lenovo to deploy, configure, and manage 10,000 workstations, powered by Lenovo Digital Workplace Solutions. At the same time, the Lenovo services team offered split-second responses to any technical issues and delivered bleeding-edge security features to safeguard against downtime, cyberthreats or technical issues from causing event disruption.

Lenovo also harnessed the AI-driven insights from the Lenovo Device Intelligence solution to predict and prevent downtime or technical issues from limiting the productivity of event organizers—and stationed hundreds of Lenovo engineers in all competition sites ready to provide instant hands-on IT support.



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“Many things can go wrong during a live sporting event, so you always need to be prepared for the worst-case scenario. With hundreds of Lenovo engineers ready to step in if an issue occurred, we had full confidence that we could ensure that the competition would run smoothly from start to finish.”

**Spokesperson**

International sporting event  
organizing committee

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## Results

A combination of meticulous preparation and powerful Lenovo services and technology helped the Committee ensure that each of the live events took place as planned, and with zero IT issues.

Millions of fans attended the event and enjoyed thrilling experiences both in the stadium and beyond, with many taking home memories that will last a lifetime.

✓ Hundreds of live sporting events ran successfully

✓ Millions of fans attended

✓ Zero IT issues or system downtime



## Pushing the envelope

With technology underpinning almost every aspect of the sporting event, the organizers highlighted how cutting-edge technologies like AI are transforming live sports for the better. For instance, by providing fans with real-time public transport information and integrated e-ticketing via a mobile app, the event organizer encouraged visitors to use environmentally sustainable forms of travel. Similarly, in-app AR experiences prompted fans to create their own digital mementos rather than purchasing souvenirs—helping to reduce wastage.

At the same time, the organizers encouraged visitors and locals to boost their own physical activity with a range of AI-driven interactive fitness instalments intended to make exercise more accessible and exciting. The event organizer anticipates that these facilities will have helped to improve public awareness of the importance of exercise and promoted healthier lifestyles in the host city.



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“All of the Lenovo services, software, and hardware powering our operations performed perfectly around the clock for the entirety of the event. As a result, we could focus on delivering a truly amazing competition and highlight the host nation’s sporting prowess.”

**Spokesperson**

International sporting event  
organizing committee

# Why **Lenovo**?

With the international sporting competitions offering an opportunity for the host nation to showcase its commitment to technology, sustainability, and sportsmanship on the global stage, the organizers wanted to work with partners with extensive experience of successfully running live sporting events.

“Lenovo stood apart from other technology providers because of its impressive track record of supporting other large-scale live sports competitions,” says a spokesperson from the event organizing committee. “With Lenovo by our side, we knew we would have the best chance of delivering one of the most momentous editions of the competition in its long history.”



# How do live sports organizers run successful events?

Supported by Lenovo, this event organizer ran one of the most innovative international competitions in the event's long history.

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