



## Cricket Australia Cloud supports long-term vision

“ With Orange, we can maximize efficiencies within the IT infrastructure, allowing our state bodies and ourselves to operate more effectively and collaboratively. Our intent is to deliver to our customers an enhanced experience, particularly during activity peaks. ”

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Cricket Australia

### Highlights

- Cricket Australia is the governing body for professional and amateur cricket in Australia
- The organization needed a flexible, secure service to support 200+ employees and member organizations nationwide
- They also wanted to reduce IT costs and improve customer experience
- Support was needed for exchange servers, CRM, Internet, athlete management systems and live score applications
- We provided an infrastructure-as-a-service cloud solution utilizing the Orange Flexible Computing platform with managed OS, database and Internet access
- Cricket Australia can now depend on guaranteed end-to-end availability and performance of the network and applications
- The secure, robust platform enables Cricket Australia to manage seasonal peaks and changing business needs
- Faster provisioning of new services and lower costs with no CAPEX are a couple of the benefits of this solution



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## Issues and challenges

Cricket Australia is the governing body for professional and amateur cricket in Australia, operating all the national representative cricket sides and responsible for organizing and hosting test tours. It has around 180 employees at its base in Melbourne, its Centre of Excellence in Brisbane and other sites around Australia. It has six member organizations: Cricket New South Wales, Queensland Cricket, South Australian Cricket Association, Tasmanian Cricket Association, Cricket Victoria and Western Australia Cricket Association.

The Cricket Australia Board has a Strategy for Australian Cricket for 2011-2015, and core to this is its vision: to be Australia's favorite sport (a sport for all Australians). The aim is to be number one in Australia for viewership, fan passion, participation and team success.

Cricket Australia is undertaking a number of major initiatives to deliver this strategy and vision, one of which is using IT, especially online, to achieve a larger and more diverse fan base. This, together with ensuring better communication and collaboration within its highly-distributed organization of members and partners, have been drivers for the review of its IT infrastructure and capabilities.

### The objective

Attain a secure, robust network and high-performance applications with the scalability to handle seasonal activity peaks, no CAPEX and a lower TCO.

## The benefits

Using infrastructure as a service from Orange, Cricket Australia is able to maximize efficiencies within its IT infrastructure and gain significant benefits that support its long-term vision.

### Improved service

- Enhanced customer experience
- Robust, flexible, secure and scalable platform to better handle seasonal peaks
- More effective collaboration

### Reduced costs

- Predictable charges, which aids budget management
- Lower operational costs via shared services

### Increased flexibility

- Administration portal with personalized reporting
- Simplified management to meet changing business needs

### Greater capability

- Scalability to meet growing and changing demand
- Ability to address future applications and services

## The Orange Business Services solution

- Infrastructure-as-a-service cloud solution utilizing the Orange Flexible Computing platform
- Customized infrastructure with managed OS, database (SQL) and Internet access
- High security and 24x7 availability with fully-resilient architecture
- Administration portal with personalized reporting
- On-going program and service management

## The results

- Lower costs, no CAPEX
- Guaranteed availability and performance
- Faster provisioning
- Greater flexibility

“ We needed a partner who understood our needs and could deliver a scalable and reliable solution that will grow with us. Orange is our partner of choice. ”

For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)

For more information about Cricket Australia, visit [www.cricket.com.au](http://www.cricket.com.au)



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