Going for Gold:
US Ski & Snowboard's Telecom Strategy for the 2022 Winter Games

US Ski & Snowboard ensured their athletes and staff were fully connected and supported at the 2022 Winter Olympics through QuantumShift's innovative telecom solutions.

BACKGROUND

Established in 1905, US Ski & Snowboard is an Olympic sports organization providing leadership and direction for tens of thousands of young skiers and snowboarders, encouraging and supporting them in achieving excellence.

> "vCom allowed us to stay secure at the Beijing Olympics by ensuring a safe Wi-Fi experience wherever we needed to go."
>
> **MARK SCHNEIDER**
> **US SKI & SNOWBOARD**
> **SR VP INFORMATION TECHNOLOGY & COMPETITION SERVICES**
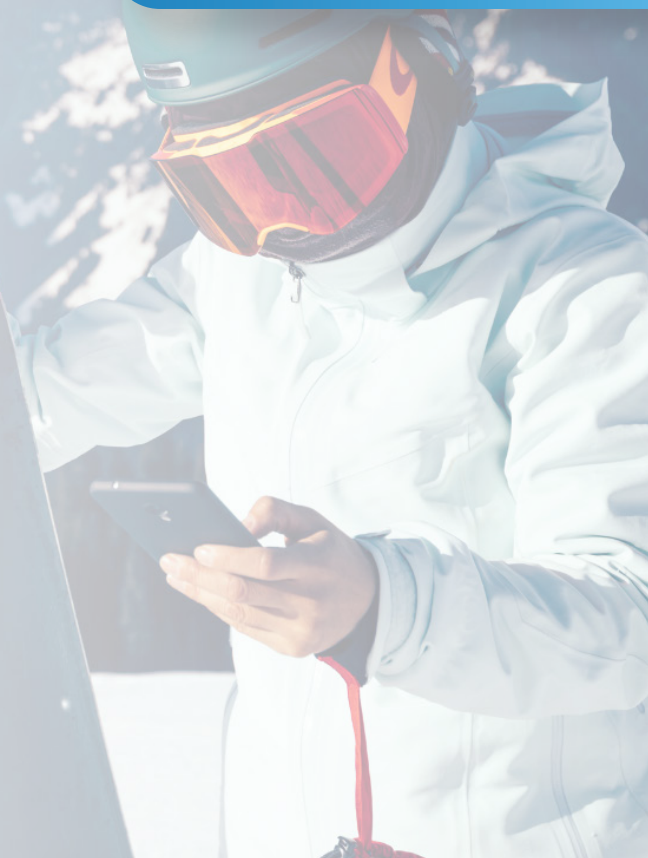
CHALLENGES

Less than a year before the 2022 Winter Olympics, US Ski & Snowboard (USSS) encountered a unique set of challenges related to mobile connectivity. The organization needed to provide full, private, and affordable mobile telecom and data access for 120 athletes, coaches, and support staff across various Olympic venues in China. The complexity of the situation was heightened by the departure of USSS's IT project leader just two months before the games, which added urgency to the task. The original plan involved sending temporary devices and numbers with the team, but it became clear that athletes and staff preferred to retain their personal devices and phone numbers.

With all USSS devices previously consolidated under T-Mobile or Sprint, the immediate need was to implement a BYOD (Bring Your Own Device) strategy that would allow team members to keep their existing numbers while also providing them with temporary service in China. QuantumShift by vCom was brought on board to address these challenges and ensure that the solution would be both frictionless and effective for everyone involved.

Mobile Devices Under Management

- 178

Challenge

- Full, private mobile telecom & data access for team of 120 during 2022 Winter Olympics in Beijing, China.

Impact

- Effective communication and coordination for 120 U.S. athletes and staff in Beijing, allowing them to focus on their performance.
- The team was able to review all activity through vManager to address concerns, handle trouble tickets, keep an eye on rate plans, and quickly resolve any issues.

SOLUTION

QuantumShift devised a comprehensive solution to meet the needs of US Ski & Snowboard. Instead of issuing new devices, they pre-programmed SIM cards for the existing phones of athletes and staff, allowing them to seamlessly switch out their cards and maintain connectivity. Additionally, QuantumShift deployed 55 K5 Webbing hotspot devices, each pre-installed with a Webbing SIM that is compatible with over 650 global carriers. These portable hotspots provided secure and reliable Internet access anywhere in China, a crucial service in a country where connectivity can be challenging.

The deployment of these pre-programmed SIM cards and mobile hotspots ensured that the athletes and support staff had continuous access to mobile and data services, which was essential for effective communication and coordination during the games. QuantumShift's integration with vCom's vManager platform allowed USSS to manage mobile resources efficiently, address any concerns, handle support tickets, monitor rate plans to prevent costly overages, and resolve issues promptly despite the distance.

RESULTS

Because of QuantumShift's integration with vCom's vManager platform, USSS was able to leverage mobile resources to address any questions or concerns, handle support tickets, keep an eye on rate plans to prevent costly overages, and quickly resolve any issues despite the distance.

- ✓ Athletes and staff: 120
- ✓ Mobile lines: 178
- ✓ Webbing hotspots: 55

The collaboration with QuantumShift proved to be highly successful. US Ski & Snowboard experienced seamless mobile connectivity throughout the 2022 Winter Olympics, which significantly contributed to the team's operational efficiency and overall experience. The effective management of telecom services allowed athletes and staff to focus on their performance rather than being burdened by connectivity issues. The results were so positive that USSS decided to adopt QuantumShift's methodology for all their international events moving forward, ensuring that they continue to benefit from the same high level of support and connectivity in future global competitions.