



PRESS RELEASE
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Comcast Business Partners with the Colorado Rockies to Deliver A Grand Slam Experience at the Ballpark

Advanced ActiveCoreSM SD-WAN and dual one Gbps ethernet connections enable Rockies to propel more digital gameday amenities for fans, including mobile food ordering and ticketing, cashless payments

DENVER, COLO. – MARCH 24, 2021 – [Comcast Business](#) today announced it is partnering with the [Colorado Rockies](#) to deliver increased bandwidth and high-performance connectivity to help create a more digital gameday experience for fans, starting in the 2021 season. Comcast Business is equipping Coors Field with an enhanced network infrastructure that will help its front office workers give ballpark visitors the ability to order food and access tickets on their mobile devices and select cashless payment options.

Since 1995, the Colorado Rockies have called Coors Field home. With stadiums across the country implementing cutting-edge digital innovations, the organization sought to completely overhaul its technology network to be able to provide Rockies fans a more elevated experience at the field.

Following a comprehensive evaluation of multiple technology providers, the Rockies selected Comcast Business to implement dual Gbps [Ethernet Dedicated Internet](#) connections and [Comcast Business' advanced ActiveCore SD-WAN service](#). The solutions will provide reliability, increased bandwidth and power back office communications across the Rockies' multiple locations, from Coors Field to its Dugout Stores as well as Salt River Fields, the team's spring training facility in Arizona.

"Our mission is to create an unparalleled gameday experience, and success for me is when people don't notice us; the internet is running, the phones are working and the ballpark app is functioning properly," said Michael Bush, Senior Director, Information Systems for the Colorado Rockies. "Comcast Business has been a valuable technology partner in helping us achieve that goal with unmatched service."

With Comcast Business providing the connectivity backbone, the Colorado Rockies also will gain end-to-end network management tools that allow them to configure their network connections as needed. Employees will be able to review daily analytics, proactively remediate connectivity issues, and use a dashboard to make real-time network adjustments – all of which are especially important functions during game days, which draw more than 50,000 fans to the stadium.

"Modern sports venues are constantly challenged to provide the technology infrastructure to keep up with digital innovations that not only enhance the fan experience but also provide seamless connectivity and network management across an organization's entire footprint," said Robert Thompson, Vice President of Comcast Business for the Comcast's Mountain West Region. "Our partnership with the Colorado Rockies is representative of how Comcast Business can deliver reliable, high-bandwidth connectivity and SD-WAN solutions to redefine how fans enjoy a day at the ballpark."

For more information, please visit <https://business.comcast.com/denver>.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter [@Comcast Business](#) and on other social media networks at <http://business.comcast.com/social>.

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