

Brighton & Hove Albion



Focus Group help Brighton & Hove Albion win off and on the pitch.

The project

Focus Group, a trusted partner of Brighton & Hove Albion, has been instrumental in supporting the club's growth with cutting-edge telecoms, connectivity, and IT solutions.

However, as the club expanded, their mobile and Wi-Fi networks struggled with high matchday traffic, impacting communication for staff and fans. Additionally, the legacy phone system faltered during the COVID-19 shift to remote work, and cybersecurity needed enhancement.

Focus Group addressed these issues with a thorough analysis and tailored solutions, enhancing network capacity, strengthening cybersecurity, and managing mobile devices and contracts for over 400 staff. Our ongoing support has been vital to the club's technological advancement and operational efficiency.

The solution

After evaluating the club's IT, telecom, and mobile needs, Focus Group implemented an advanced, future-proof solution. We installed a state-of-the-art Aruba network for reliable and secure infrastructure. The new high-capacity Wi-Fi system supports 15,000 concurrent connections, backed by a 10GB internet connection, a 1GB backup circuit, and a SonicWALL firewall at the American Express Stadium in Brighton.

Enhancements also included a cost-effective, fully managed mobile phone package and a Microsoft Teams-based telephone system, boosting performance and remote work capabilities during the COVID-19 lockdown. Additionally, a comprehensive cybersecurity training program was provided to all staff to fortify defences and help raise awareness.

The result

Brighton & Hove Albion now have a high-performance internet network that allows staff and stadium visitors to stay connected, even with a packed stadium. The suite of complementary solutions and services provided have given the club a reliable, secure, future-proof platform that can help them thrive in the Premier League.

The Focus Group 24-7 support team remain at Brighton & Hove Albion's side at all times, committed to ensuring the club runs like clockwork – keeping its IT optimised, its team connected at all times, its supporters happy and above all, match ready!

"Focus have successfully reformed our Wi-Fi connectivity which has made a real difference to our staff, players and fans and also provides the club with excellent telecommunications support. The team at Focus are knowledgeable and are always on hand to promptly assist with any problems or queries."

Russell Wood, Head of Commercial

