

# Major League Innovation

San Diego Padres change the game with Office 365 and Softchoice managed services

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CASE STUDY

## Business Challenges

When the day comes for the San Diego Padres to win a World Series, their loyal fans will have an unlikely hero to thank — the IT team.

Sluggers and All-Star pitchers will always be essential, but it is the IT department that gives the Padres the agility and collaboration abilities needed to achieve their dreams.

“IT gives the team the tools to excel at what they do best,” said Ray Chan, Vice President of Information technology. “We are critical to building a championship team.”

### A whole new ball game for IT

Back in 2015, Padres’ end-users were stuck on legacy Exchange, with no easy way to access email, collaborate online or share files. The IT department was also weighed down with the work of juggling multiple technology partners and service providers — all of which was taking away precious time from delivering innovation to the business.

While these are common challenges for most enterprises, Chan says Major League Baseball is in special need of IT modernization and the cloud. Just think of the talent scouts who travel half way across the world sending large video files back home to identify and evaluate the next hot prospect. Or consider the players and coaches who require access to email and collaboration tools and who rarely, if ever, work from a traditional office space.

“We are far more mobile than ever before,” said Chan. “Baseball is a whole new sport.”

Add to these evolving needs, limited resources to manage the complexities of licensing, networking and IT asset management. It was obvious Chan’s team was stretched thin. Something needed to be done.



### Case Study Snapshot:

In the highly mobile and world of professional baseball the San Diego Padres sought to rapidly enhance the competitive potential of its players and personnel with reliable and easy access to state of the art communication and collaboration tools.

### Client Profile:

The San Diego Padres are a professional baseball franchise based in San Diego, California. The Padres compete in Major League Baseball (MLB) as a member club of the National League (NL) West division. Founded in 1969, the Padres have won the NL pennant twice: in 1984 and 1998 and have 14 winning seasons in franchise history.

## Softchoice’s Solution

### Mobility and mentorship

To begin, leadership focused on where it hurt the most: the end-users. The Padres worked with Softchoice to design, deliver and prepare users for an Office 365 migration — making the Padres one of only three teams in the league to do so at the time. Core applications and features of the solution include Mobile Device Management, OneNote, OneDrive, Skype for Business and SharePoint.

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“To put it simply, we wanted to take our organization into the modern age,” Chan said.

With the success of the project, the relationship with Softchoice continued to deepen, and Chan’s team attacked other pressing needs, such as optimizing licensing costs and simplifying IT management pains. That’s when they looked to Softchoice’s data driven assessments and end-to-end managed services to achieve their goals. In particular, the Padres opted for Softchoice’s Keystone managed services for Office 365 and Cisco Networking.

“We wanted a partner to be an extension of our team,” he said, “we wanted a one-stop shop to solve our outages, issues and escalate on our behalf.”

When asked why he decided to partner with Softchoice, Chan was crystal clear:

“It came down to relationship — Softchoice understood where we wanted to be and how we wanted to do it. Softchoice understood our business and looked out for what we really needed.”

## Applicable Business Verticals:

+ Sports and Entertainment

## Geography:

+ Southern California

## Technologies involved:

+ Microsoft Office 365

+ Unified Communications

+ Softchoice Keystone Managed Services

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**Ray Chan**

Vice President of Information technology  
San Diego Padres

## Business Outcomes

### Scoring big: A modern, cloud-based workforce delivers results

As the Padres continue to develop their young talent and build towards a Championship on the field, the IT department has hit a few home runs already.

Office 365 is giving users essential capabilities to get their work done, no matter where they are in the world. Scouts no longer rely on third party file sharing or email services. Skype for Business is a big hit with executives, and players have no trouble accessing email from their mobile devices.

What’s more, thanks to the support of our Keystone professionals, the Padres no longer face complex and risky technology endeavors on their own. With Keystone, the IT team gets live 24/7 support and issue resolution. They also receive access to unlimited mentorship and configuration expertise, enabling IT staff to ask questions, test potential changes and grow their internal knowledge

“We are no longer just a ‘break-fix organization,’” Chan said. “We’re able to innovate, see trends and be on top of it all to help drive the organization forward.”

On top of that, the Microsoft cloud brings with it the economies of scale, flexibility and freedom all modern businesses seek. Which is exactly what Chan’s team needs to win.

“We might not be the biggest IT team in the league, but we can do so much more thanks to Softchoice, the Office 365 technology, and Keystone,” said Chan. “We are so much more swift and nimble than we could have ever been just five years ago.”