

# Helping football fans get closer to the action on and off the pitch.

How **FC Internazionale Milano** uses Lenovo data center and PC technology to enhance digital campaigns, boost innovation, drive smarter fan engagement initiatives, and improve post-game analyses.

Lenovo Infrastructure Solutions  
for The Data-Centered

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1

## Background

Established in 1908, FC Internazionale Milano is one of the most successful football (soccer) teams in the world. Throughout its 113-year history, the club has won an impressive 19 Italian league titles, seven Coppa Italias, five Italian Super Cups, three UEFA Cups, two European Cups, one UEFA Champions League, two Intercontinental Cups and one FIFA Club World Cup.

As well as enjoying huge support across Italy, Inter's fan base stretches across the globe. To use its international presence to effect positive change, Inter supports football-lead educational initiatives in over 29 countries through its Inter Campus program. And as the club continues to expand its presence, Inter is eager to provide more fans with memorable experiences and attract more people to the beautiful game.

2

## Challenge

Football is one of the most popular sports on the planet. According to FIFA, the 2018 world cup was viewed by over 3.5 billion people. For Inter, one of the most famous and widely supported teams, sustaining the levels of excitement and fan engagement on match days all year round is a top priority.

Lorenzo Antognoli, Head of IS at Inter, comments: “In recent decades, the number of fans engaging with their favorite football teams online and via their mobile devices has skyrocketed. To ensure that we are providing fans with personalized content at the right time via their preferred touchpoint is essential to inspiring fan loyalty and growing our supporter base. And when Italy and many other countries went into national lockdowns in response to the COVID-19 pandemic, with many football matches cancelled, stepping up digital fan engagement became our main focus.”

With millions of supporters around the world, delivering tailored digital content to its fans online and via mobile devices is an extremely sophisticated and data-intensive task, requiring powerful IT resources.

Lorenzo Antognoli explains: “Just like many other football teams, we’ve been enhancing our technological capabilities in recent years, not just to provide fans with more ways to interact with the game, but also to help players analyze and enhance their performance. Both of these activities generate massive amounts of data—we have 100 million GPS datapoints relating to player performance from the last football season alone. So, ensuring that we have a highly performant, scalable, and reliable infrastructure at the heart of our activities is critical for driving innovation and transforming data into timely insights.”

Inter had relied on a traditional three-tier IT architecture to support its activities for many years. While this approach enabled the club to keep its day-to-day operations running smoothly, it was complex, costly, and offered limited options for innovation. To take the next step in its ambitious digital transformation journey, the club set out to modernize the core infrastructure powering its operations.

## Why Lenovo? Global presence, local expertise.

To boost innovation and help increase fan engagement, Inter implemented a new hyperconverged infrastructure (HCI) solution based on Lenovo ThinkAgile HX 3000 Series and Lenovo ThinkAgile HX 5000 Series appliances.

Lorenzo Antognoli says: “We decided to work with Lenovo because it’s an internationally recognized brand with a long history of successful data center upgrades. The fact that Lenovo shares our core commitment to performance and innovation was a huge plus, too.”

To simplify IT system management and optimize resources, Inter worked with Lenovo to create an entirely software-defined environment based on Nutanix AHV and VMware vSphere. To strengthen business continuity, Lenovo helped the club to establish a disaster recovery and backup environment built on Lenovo ThinkSystem DM7000H Unified Hybrid Storage.

Inter Media House, responsible for creating engaging experiences and inspirational content that enhance fans’ relationship with the club, also uses Lenovo ThinkSystem DM7000H storage arrays for high-performance storage of photo and video data.

“Lenovo went the extra mile to understand our unique needs and design a solution that delivers on performance, reliability and, crucially, scalability,” continues Lorenzo Antognoli. “Knowing that Lenovo is willing to support us every step of the way as we evolve our capabilities gives us confidence that we will maintain our leading position in football for years to come.”



## Achieving new goals.

After helping Inter overhaul its data center operations, Lenovo worked with the club to help it enhance staff collaboration and productivity. By equipping teams with Lenovo ThinkPad laptops and fitting meeting rooms with Lenovo ThinkSmart Hubs, Inter can help employees work more efficiently.

“With the latest-generation Lenovo ThinkPad laptops everyone in our organization, from our sports analysts to our finance department, benefit from increased performance,” comments Lorenzo Antognoli. “And with Lenovo ThinkSmart Hubs and Lenovo ThinkVision monitors in our meeting rooms, employees in the office can quickly and easily connect with colleagues out on the pitch or in training facilities with high-quality conference call capabilities.”

As well as supplying Inter with powerful solutions, Lenovo is supporting the club as an official back-of-the-jersey sponsor.



“Lenovo joins us as a jersey sponsor at a very exciting time for Inter—just as we launch our new club emblem. We’re pleased that Lenovo will be a part of this historic moment and we’re proud to showcase our close partnership with an internationally recognized technology leader.”

**Lorenzo Antognoli**  
Head of IS, FC Internazionale Milano



## Results

Already, Inter has seen impressive performance improvements since upgrading its IT infrastructure with Lenovo solutions—helping the club to score big on fan engagement.

Lorenzo Antognoli explains: “On average, data processing performance has increased by 20%. When you consider that we collect over 600 TB of data each season just for sports analysis, performance improvements at such a scale will dramatically increase the amount of data we can analyze.”

Backed by Lenovo technology, Inter has focused on creating innovative digital campaigns, helping to attract more people to the sport. Using Lenovo ThinkPad laptops, Inter Media House employees have everything they need to create compelling content at their fingertips.

“We recently ran a campaign focused on bringing more women to football, and we’re pleased to see that we successfully increased our female fan base as a result of this digital campaign,” says Lorenzo Antognoli. “With Lenovo technology underpinning our digital engagement activities, we are much better equipped to develop innovative digital experiences, such as virtual tours of our stadia, access to historical archives, and to serve fans with personalized online and in-app content.”



- ✓ 20% performance increase
- ✓ Enables Inter to process more data, faster
- ✓ Supports innovative digital engagement campaigns
- ✓ Helps employees to collaborate and work more efficiently



“We’re looking forward to build on our partnership with Lenovo as we explore new ways to enhance the fan experience and improve player performance with next-generation technologies.”

**Lorenzo Antognoli**  
Head of IS, FC Internazionale Milano

# What will you do with Lenovo software-defined infrastructure solutions?

The Data-Centered achieve new goals with  
Lenovo smarter infrastructure solutions.

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