

Where game day meets game-changing technology

The Arizona Cardinals are transforming the fan experience with richer engagement, smarter operations, and a technology foundation built for AI.

Business needs

On any given Sunday, more than 65,000 fans fill State Farm Stadium, expecting more than a game. They expect an experience. Every play, replay, and interaction depends on technology performing seamlessly in real time. But for the Arizona Cardinals, legacy systems and growing data demands were slowing innovation and putting game-day performance at risk. As expectations rose from fans, coaches, and leadership, the need became clear: move beyond outdated infrastructure and build a best-in-class, modern, scalable foundation capable of powering faster insights, richer fan experiences, and continued innovation.

Business results



10x increased performance for business-critical systems, finance, business intelligence.



Real-time, low-latency media workflows empower teams to create and deliver game-day content faster.



Enhanced performance of game-day systems and applications to improve fan experience.



10x faster scouting applications and development capabilities, giving a decisive edge in player evaluation.

Solutions at a glance

- [Dell AI Data Platform](#)
 - Dell PowerScale
 - Dell PowerEdge R-Series
- [Dell PowerStore](#)
- [Dell Cyber Resilience](#)
 - Dell Data Domain appliances
 - Dell PowerProtect Data Manager
 - Dell PowerProtect Cyber Recovery



10x faster performance for business-critical systems, finance, and business intelligence.

A game that never stops

Professional football is played in four quarters. But for the Arizona Cardinals, the real game never stops. Every game day is a high-stakes production: thousands of moving parts, millions of data points, and just a few hours to deliver something unforgettable. “We’ve got roughly two to three hours to make a meaningful experience for 65,000-plus people,” explains Erik Jones, vice president of technology and cybersecurity.

The Cardinals knew that if they wanted to redefine game day, they first had to rebuild what powered it.

Building a new foundation for the future

Partnering with Dell Technologies and Integrated Media Technologies (IMT), a Dell systems integrator and managed services provider specializing in media technology, storage, cloud services, and IT solutions, the Cardinals reimagined their infrastructure as a high-performance, resilient ecosystem. IMT brought seamless project management, expert pre-installation planning, flawless site migrations, and dedicated support. Their comprehensive services ensure smooth operations and provide responsive support for any escalations and upgrades.

Dell PowerEdge servers deliver purpose-built compute performance to support demanding, high-performance workloads. Dell PowerStore provides high-speed, flexible storage, replacing legacy systems that struggled

with stability and scale. Dell PowerScale centralizes and accelerates massive media workflows, while Dell PowerProtect ensures data security, backup and recoverability, and cyber resilience. Together, these solutions do more than replace legacy systems. They create a unified, scalable architecture that supports every part of the organization, from the front office to the sidelines.

The impact was immediate as the modernization of their infrastructure enhanced performance and stabilized critical systems. Systems that once caused sleepless nights and demanded constant attention now ran quietly and reliably in the background, supporting critical applications across finance, analytics, and business operations, freeing the team to focus on what’s ahead.

“The things that used to keep us up at night have been resolved,” Jones says. “We are able to focus our resources on innovation instead of monitoring our infrastructure. Now there are greater opportunities and greater challenges that we can tackle going forward, because we have very solid infrastructure.”

With that foundation in place, the team is now positioned to take on those opportunities with confidence.

From reaction to innovation

Before the transformation, teams spent countless hours managing infrastructure services, troubleshooting performance issues, and responding to support tickets. Today, those same teams are focused on innovation, exploring new ways to elevate the fan experience, enhance operations, and unlock value from data.

With a modernized core infrastructure in place, that focus has shifted from maintaining systems to managing and activating data across the organization.

And that shift is already driving meaningful results across the business. The impacts are visible across the business operations, video production, and football operations.

The Cardinals’ scouting platform, central to evaluating talent and preparing for the draft, runs up to 10x faster



With Dell PowerScale, our media teams can work at the speed of the game, accessing and sharing massive video files in real time so content reaches fans instantly. That kind of performance helps us bring the energy of game day to fans wherever they are.



Erik Jones

Vice President of Technology and Cybersecurity, Arizona Cardinals

than before. Scouts and analysts can access game film, player data, and insights instantly, turning hours of work into minutes.

This isn't just an IT improvement. It's a competitive advantage. Decisions happen faster. Insights run deeper. And the team is better equipped to perform when it matters most.

Reimagining the fan experience

Every fan interaction, from entering the stadium to ordering food to sharing moments on social media, is powered by technology. The Cardinals are using their new infrastructure to create seamless, frictionless experiences that allow fans to focus on what matters most: the game.

From AI-powered insights to frictionless retail and entry experiences, the organization is actively reimagining what it means to attend a live sporting event.

And the goal is simple: make the technology invisible so the experience feels effortless.

Media at the speed of the game

On game day, the Cardinals' media team captures and processes hundreds of terabytes of content, fueling social media, broadcasts, and fan engagement.

Previously, slow systems and high latency created bottlenecks that limited creativity. Today, Dell PowerScale delivers the speed and accessibility the team needs to operate at game pace. Content can be accessed, edited, and shared from anywhere, in real time.

The result? Stories reach fans faster. Moments live longer. And the connection between team and audience grows stronger with every play.

Security that powers trust

With the Dell PowerProtect portfolio integrated into their ecosystem, the Cardinals have established a

unified, layered approach to cyber resilience by actively monitoring systems, securing data, and ensuring continuity across the organization.

PowerProtect Data Manager and Data Domain create a dependable, streamlined foundation for cyber resilience, while PowerProtect Cyber Recovery with CyberSense enables the Cardinals to stay ahead of evolving cyber threats by protecting their most critical data.

Fans engage with confidence, knowing their information is secure whether purchasing tickets, making transactions, or connecting across digital platforms.

Built for what's next

With a stable, scalable, and secure infrastructure in place, the organization is actively exploring AI across fan engagement, operational efficiency, football analytics, and media production. Frictionless fan experiences, including facial recognition for streamlined entry and AI-enabled retail and food and beverage transactions, are already in development. On the football video production side, the team is evaluating how AI can compress hours of scouting footage into actionable insights in minutes. "Without the infrastructure and the work we've done over the past year, none of the things we're thinking about with AI would be possible," Jones says. "We are AI-prepared, which was a big core objective I outlined just three years ago."

Looking ahead, Jones envisions a future where technology becomes so seamlessly embedded in the Cardinals' operations that fans, staff, and coaches never have to think about it. The benchmark for success on game day is simple: "The sign of success is that we're not getting calls. When the digital experience is operating the way it's supposed to be, we know our technologies are performing at a high level."

With Dell Technologies and IMT as long-term partners on that journey, the Cardinals are positioned not just to maintain their legacy of excellence, but to define what excellence looks like for sports and entertainment organizations in the decade ahead. "Thanks to our



With Dell PowerScale, our media teams can extract, share, and download terabyte-sized files very quickly. They can focus on editing and storytelling instead of thinking about how technology works.



Erik Jones

Vice President of Technology and Cybersecurity, Arizona Cardinals

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When we brought in Dell PowerEdge, we knew infrastructure was going to be the inflection point for us. It allowed us to re-architect our environment and build a foundation that can scale for the future.

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Erik Jones

Vice President of Technology and
Cybersecurity, Arizona Cardinals



partnership with Dell and IMT, we built an ecosystem, an environment that's going to give us a competitive advantage in everything we do," Jones says.

A partnership that drives performance

Dell Technologies brings more than infrastructure. It brings expertise, innovation, and a shared vision for what's next. Together with IMT, Dell helped the Cardinals move faster, think bigger, and deliver experiences that go beyond expectations.

"Thanks to our partnership, we've built an ecosystem that gives us a scalable and sustainable solution that will transform our work on and off the field," Jones says.

For the Arizona Cardinals, the game is no longer just about what happens on the field. It's about every moment before, during, and after every fan interaction, every data point, every experience.

With Dell Technologies and IMT, the Cardinals aren't just preparing for the future of sports. They're helping shape it.

“

We rely on Dell PowerScale and PowerStore to deliver the performance behind the scenes. When you've got two to three hours to create a meaningful experience for 65,000 fans, everything has to work in real time.

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Erik Jones

Vice President of Technology and
Cybersecurity, Arizona Cardinals

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