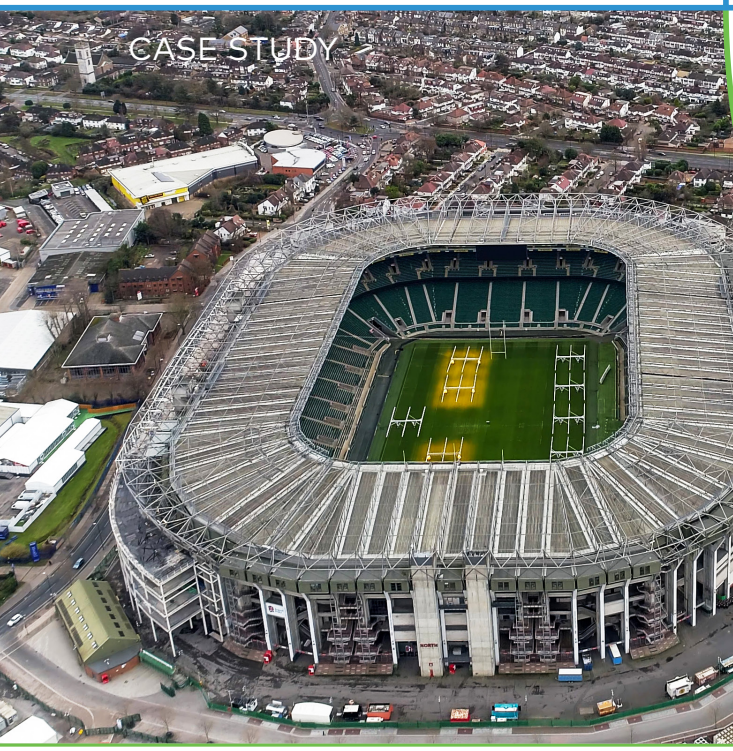
CASE STUDY



Protecting People and Profits at the World's Largest Rugby Union Stadium

The Rugby Football Union, United Kingdom

Twickenham Stadium, home of the Rugby Football Union (RFU), is a hybrid indoor-outdoor venue. This multi-function, multi-event space operates 365 days a year, hosting exhibitions, business meetings, tours, concerts, and rugby games. Its 82,000 seats make it the world's largest rugby union stadium, and the sport's season features both domestic and international events.

> **"Player and public safety are paramount. Having accurate, detailed weather information allows us to fine-tune our plans accordingly and deliver an exceptional event experience."**

Jim Buttar, Head groundskeeper,
The Rugby Football Union

A team with many different needs

With Twickenham Stadium's busy event calendar, the RFU needed a weather partner capable of delivering greater value than its previous service. The organization also sought critical capabilities to support all its weather information-dependent decisionmakers and their unique challenges.

For example, the venue director is responsible for overseeing the entire stadium. Managing energy consumption is a critical concern for the head of facilities. The health and safety manager must make postponement and cancellation decisions — particularly around lightning, as the goalposts and the stadium itself attract strikes. Weather information is also critical to the head coach and players, who need to know anticipated conditions to adjust their strategies.

With so many weather-related priorities, the RFU required a trustworthy provider who could offer a variety of tools and actionable insights. They found it in DTN.

A single solution tailored to all

Through WeatherSentry® from DTN, all of the RFU's individual stakeholders have personalized access to the weather information and automatic notifications they need to perform their specific functions quickly and accurately. In addition to reliable local forecasts and observations, the solution provides essential functionality, like future radar and customizable weather alerts that help them better anticipate and prepare for the specific conditions that impact their operations.

For team members concerned with rain or lightning, they can create specific alerts that monitor approaching conditions for them, based on individual needs and preferences. The solution then alerts each person as the weather breaches their set thresholds, such as lightning strikes occurring a specific number of kilometers away. This provides important support for risk management plans, allowing sufficient time to move people to safety and secure vulnerable assets. It is a significant improvement over the free, public services that the RFU tried previously, which didn't provide sufficient accuracy. The unreliable service also threatened their ability to deliver an exceptional stadium experience, which is a common goal for the team.

Results that benefit the whole team

WeatherSentry enables the entire RFU team to optimize their unique roles and consistently deliver positive venue experiences to guests. Likewise, players and coaches are now better able to adjust their play based on the weather. Vital wind speed and direction information allows athletes to counter the conditions, adapting their direction and strength when kicking the ball. If they know it will rain during a match, the team can also practice with a wet ball, ensuring they are ready for game-time conditions.

In addition, because the RFU can minimize unnecessary weather-related postponements and cancellations — whether during the preparation period or the actual event — they've also been able to protect their bottom line. While safety is always the primary focus, profitability is vital, too. Accurate, actionable weather insights help ensure they can better protect their income. It is also critical to controlling maintenance costs, such as energy use around heating or cooling and applying fertilizers and other chemicals to the pitch grounds.