



Overview

# Use cases for sports, media and entertainment

For sports, media and entertainment organizations, infrastructure strategy directly influences revenue outcomes.

**Game days, global premieres and live events**

create concentrated spikes in demand where performance, availability and security shape the fan experience and financial results. At the same time, AI-driven personalization, sponsorship accountability and streaming fragmentation are increasing the complexity behind every interaction.

As these pressures grow, the challenge becomes maintaining control across infrastructure, data and operations without introducing risk during high-visibility moments.

Rackspace Private Cloud helps you modernize, scale and operationalize AI within secure, high-performance environments designed for event-driven demand.

The following use cases show how organizations like yours strengthen resiliency, reduce infrastructure risk and unlock new revenue opportunities.

# Use case 1: Event infrastructure on demand

Game days and global events create extreme, short-duration spikes in demand. Many environments remain designed for steady-state operations, which can lead to overprovisioning, increased cost and unnecessary risk when demand exceeds expectations.

At the same time, vendor ecosystems that include broadcasters, sponsors, production partners and betting platforms expand both operational complexity and the attack surface.

We help you align infrastructure to the realities of event-driven demand.

## We work with you to:

- ✓ Spin up temporary vendor and broadcast environments
- ✓ Segment and secure third-party access
- ✓ Scale compute and storage for event workloads
- ✓ Simulate peak demand ahead of major events
- ✓ Decommission environments once events conclude
- ✓ Maintain built-in disaster recovery and high availability

## This approach helps you:

- ✓ Reduce capital waste tied to overprovisioning
- ✓ Increase operational agility during event cycles
- ✓ Enable secure collaboration across partner ecosystems
- ✓ Protect revenue during high-demand moments

Your infrastructure scales with the event, without carrying unnecessary cost between them.



# Use case 2: Modernize and exit the legacy stadium data center

Many venues and production environments still rely on aging server rooms and fragmented infrastructure. Virtualization licensing changes and hardware refresh cycles introduce cost variability and operational risk, especially in the lead-up to major events.

These environments limit flexibility and increase the likelihood of disruption when performance matters most.

We help you transition to modern infrastructure without disrupting live operations.

## We help you to:

- ✓ Transition from stadium server rooms to private or hybrid cloud environments
- ✓ Convert capital-intensive refresh cycles into predictable operating models
- ✓ Reduce exposure to virtualization licensing volatility
- ✓ Implement managed SLAs with built-in disaster recovery and high availability
- ✓ Strengthen cyber resiliency ahead of high-visibility events

## The impact for your organization includes:

- ✓ Lower infrastructure risk across venues and production systems
- ✓ Reduced operational burden on internal teams
- ✓ Improved cost predictability over time
- ✓ Greater focus on innovation instead of maintenance

Your infrastructure supports event execution without introducing unnecessary risk.



# Use case 3: Data, AI and fan experience enablement

Fan data, ticketing systems, streaming platforms, sponsorship analytics and operational systems often operate in silos. This fragmentation limits your ability to apply AI consistently across the business.

AI initiatives such as personalization, demand forecasting and operational optimization require unified data, consistent performance and governed environments to move from pilot to production.

We help you operationalize AI within infrastructure designed for performance, governance and scale.

## We work with you to:

- ✓ Deploy AI-ready private and hybrid cloud environments
- ✓ Implement dedicated GPU infrastructure for training and inference
- ✓ Establish secure, governed data lake architectures
- ✓ Create unified observability across data and application layers
- ✓ Optimize performance across AI and analytics workloads

## The results for your organization include:

- ✓ Higher per-cap revenue through improved personalization
- ✓ More effective sponsorship reporting and measurement
- ✓ Predictive staffing and operational efficiency
- ✓ AI capabilities deployed at production scale

Your data becomes a connected asset that supports both experience and revenue growth.



# Rackspace: The foundation behind high-performance experiences

Sports, media and entertainment organizations operate in environments where performance, timing and trust directly influence revenue.

Rackspace brings deep experience managing complex infrastructure across event-driven environments, helping you maintain control while scaling operations.

With Rackspace, you benefit from:

- ✓ Private cloud, hybrid cloud and managed services expertise
- ✓ Enterprise-grade security and compliance frameworks
- ✓ Flexible commercial models aligned to event-driven demand
- ✓ 24x7x365 managed operations from global specialists

We help you manage operational complexity so you can focus on delivering high-performance experiences and driving growth.

## Complexity ... managed. Momentum ... accelerated.

When your infrastructure is aligned to the demands of live events, streaming platforms and AI-driven engagement, you gain greater control over performance, cost and risk.

Rackspace Private Cloud provides the foundation required to modernize operations, strengthen resiliency and support revenue-critical moments with confidence.

### Let's start the conversation.

Schedule an event infrastructure and AI readiness assessment to evaluate:

- ✓ Peak demand resilience
- ✓ Vendor segmentation maturity
- ✓ AI infrastructure readiness
- ✓ Cyber recovery posture
- ✓ Cost optimization opportunities

[Protect your next revenue-critical moment.](#)

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