

Teaming up for communications success

Background

Four years ago, Jim Hopson was hired as the president and CEO of the Saskatchewan Roughrider Football Club, then an organization run completely by volunteers. When Jim came on board, the Riders were in the process of changing and growing both as a team and as a business, and technology was becoming increasingly important to the club. The Grey Cup win over the Winnipeg Blue Bombers in 2007 served as a just reward for the hard-working team and their intensely loyal fans, yet this victory also served to highlight the need for the club to complete its evolution into a thriving and progressive business.

Challenge

Under Jim's watch, the Riders' fortunes improved dramatically and business was booming. "Fan support has been tremendous," Jim notes. "Our business has doubled, tripled, quadrupled in some areas." To manage this growth, the Riders expanded to four locations and updated their on-line presence. Yet Jim was concerned about the impact of the club's aging IT system on their rapidly growing business. "We had limited resources to address our challenges," Jim explains, "but I knew that getting a solid communications strategy in place was critical for our business." The club turned to SaskTel for a solution.

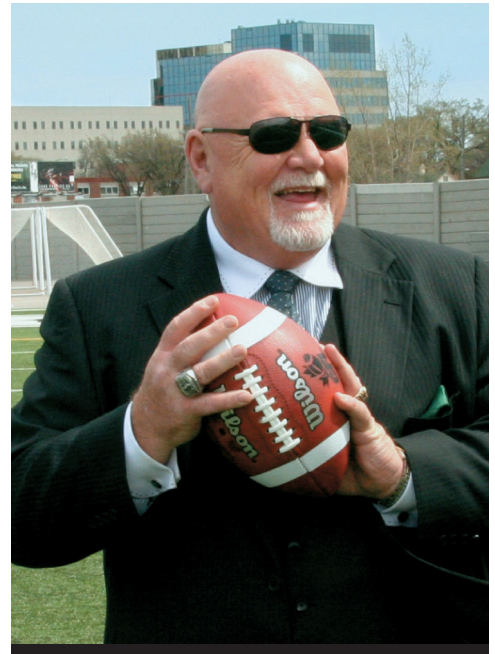
Solution

Partnering with SaskTel was, Jim says, an easy choice. "We felt we could go to SaskTel and lay out our challenges and they would work with us on solutions in a way that we, as a business, were very comfortable with." SaskTel noted the needs of the Riders and, together with the team, began building a communications strategy.

This strategy includes using the SaskTel Managed Hosting service, which helps the Riders respond to the increased IT demands generated by the rapid growth of the business. The daily operations of the football club are also aided by their use of LANspan IP™ service, a secure and robust private network offering enhanced performance to meet the club's ever-increasing communication needs. The team benefits from innovative technology without making a large capital investment, and these services, along with other SaskTel products used by the green-and-white, represent, as Jim remarks, "great solutions for our challenges."

The team appreciates advice and assistance from SaskTel, too. "Whenever we need help," Jim notes, "it's a phone call away." When asked to summarize his experiences with SaskTel, Jim offers the following: "The relationship has been very, very good for us, and we look forward to many more years of a great partnership."

The Riders trust SaskTel with their communications strategy and IT support so they can focus on what they do best: playing great football. "We couldn't do the work we're doing without the IT and communications support we have from SaskTel," Jim concludes. "The solutions have been critical to our success."



*" SaskTel has been critical
in meeting our needs and
growing our business"*

Jim Hopson
President-CEO

Saskatchewan Roughrider Football Club