

# PEPSI CENTER ACHIEVES 50% INCREASE IN EVENT PRODUCTIVITY IMMEDIATELY AFTER DEPLOYMENT OF 24/7 SOFTWARE

Kelsey Cerrone is the Senior Manager of Event Safety for the Pepsi Center. Prior to using 24/7 Software, the Pepsi Center relied on Microsoft Office to document all incidents that occurred during their events. The Pepsi Center recognized they needed a software solution that would allow them to record vital information that spanned across all operational functions from activities to guest-related incidents. This requirement led to the implementation of 24/7 Software throughout this multipurpose property that hosts everything from concerts to sporting events.

After deployment of 24/7 Software's platform, the Pepsi Center had a solution that allowed for long-term, accurate documentation Cerrone can continuously benefit from and use for efficient management of all property operations. 24/7 Software affords the Pepsi Center the ability to capture maintenance, incident, and activity details to help ensure their staff is proactive rather than reactive.



## About the Pepsi Center

Pepsi Center is a multi-purpose arena located in Denver, Colorado, USA. The arena is home to the Denver Nuggets of the National Basketball Association (NBA), the Colorado Avalanche of the National Hockey League (NHL), and the Colorado Mammoth of the National Lacrosse League (NLL). When not in use by one of Denver's sports teams, the building frequently serves as a concert venue.

# 50%

increase in event productivity immediately after deployment

# 3,200

calls for service managed annually

# 1,120

incidents captured annually

## A Platform Designed for Documentation

Cerrone was not involved in the decision-making process as the software had already been purchased prior to her hire.

She wasn't sure how difficult it would be to use 24/7 Software, mainly since it was now her responsibility to get the platform working to be utilized by her department for all events. Yet, she was eager to take on the challenge since their current solution was not meeting their operational needs.

"Our department was utilizing Microsoft Office to document all incidents that occurred during an event, which made it difficult to capture everything that was occurring, completely and accurately," explained Cerrone.

The Pepsi Center needed an all-encompassing software that would allow them to review their documentation for important insight moving forward. As a property, they wanted to improve in multiple areas such as maintenance, incident and activity management, and their ability to communicate with guests using text communication – inclusive of their ‘FANSOS’ keyword.

“Most importantly, 24/7 Software offers a platform that keeps documentation for long-term purposes in a synonymous system.”

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Kelsey Cerrone | Senior Manager, Event Security | Pepsi Center

## Proactive, Not Reactive Operations

While using a complete solution was critical for the Pepsi Center, Cerrone quickly realized how vital it was to deter a reactive operation, which could prevent their determination in developing a proactive operation.

“Our prior methods of documentation made it incredibly difficult to grasp the overall operations of our property,” shared Cerrone.

She knew that their current state was hindering the Pepsi Center’s ability to advance and maximize efficiency and effectiveness. That’s where the use of 24/7 Software began to help Cerrone and her colleagues construct the proactive operation they wanted.

“24/7 Software offers a software solution that assists us in successfully capturing maintenance routines, incident management, and activity management in real time, which in turn allows us to be more preventive than reactionary in our operations,” said Cerrone.

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## Reading the Full Story

“In a significant way, 24/7 Software allows us to read the ‘story’ during an event and arrive at an appropriate strategy moving forward for issues that might arise in the future. We can look at our logs and track when and where incidents occur,” explained Cerrone.

Cerrone revealed a series of questions the Pepsi Center staff can ask while using 24/7 Software during an event:

“How many people were in attendance, is there a specific zone that’s a trouble area that we can prevent from being a trouble area, is there something specific with the event demographic that caused certain incidents to occur?”

Now, Cerrone gets real-time answers to all these critical questions with 24/7 Software.

“Since implementing 24/7 Software, our operation has moved our documentation to a web-based platform, which decreases the amount of time we spend digging for essential information,” said Cerrone.

The Pepsi Center creates multiple reports at the end of the evening that’s either saved for future reference or sent out to different management personnel.

Cerrone explained, “We can capture maintenance needs during an event and generate a report that can be created for our engineering department. Furthermore, we have been able to produce a measurement of the average number of incidents that occur and recap their criteria to upper management and executives.”

Most importantly, the Pepsi Center can go back to an event that occurred a few years ago and review the data in the system.

Cerrone continues to leverage all aspects of the platform and shared how the Pepsi Center uses 24/7 Software’s Activity Log and Text Communication to help illustrate the full story throughout their operation.

“Activity Log has allowed us to differentiate between real-time activities like maintenance needs and vendor needs and actual incidents that may need Medical, Police, or Fire Rescue’s (Eliminate Rescue’s) attention in the platform.” By doing this, Cerrone and her colleagues can manage their resources accordingly and capture more accurate data at the end of an event.

Text Communication allows the Pepsi Center to capture the issues that are occurring throughout their property during events so that they are addressed in real time.

“We have been able to improve the fan experience with the system and are able to communicate with the guest in real time using the FANSOS keyword, which shortens response times in a positive way.”

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## Running a Multipurpose Property – Successfully

Pepsi Center is a multipurpose arena that houses NHL, NBA, and NLL games, and an array of other special events.

“24/7 Software allows us to review each specific event, for example, a hockey game and compare it to a basketball game in all aspects,” said Cerrone.

She continued with the essential insights the Pepsi Center discovers using 24/7 Software’s robust analytics and reporting capabilities. “Do more incidents occur during an NBA game or during an NHL game? Is there a specific location during these events that seem to be a ‘Hot Spot’ for ejections, arrests, or altercations that is specific to that event?”

According to Cerrone, “A lot of the leagues require specific information be reported to them at the end of the season. We used to have to dig through files and files of paperwork to take a snapshot of that information. Whereas, now we can pull a simple report and are assured that the information is correct while eliminating human error.”

The instant access to information has been critical to driving a proactive operation at the Pepsi Center. Cerrone imparted some staggering figures that include a 50% increase in event productivity after deploying the platform, and 3,200 calls for service managed and 1,120 incidents captured annually via 24/7 Software.

“Prior to 24/7 Software, we were very reactionary in our operations. However, now we can be much more preventive in the successful operation of the arena. 24/7 Software has given us a singular solution to create a proactive operation in the areas that may need improvement, and in turn, we are able to advance the fan experience,” shared Cerrone.

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