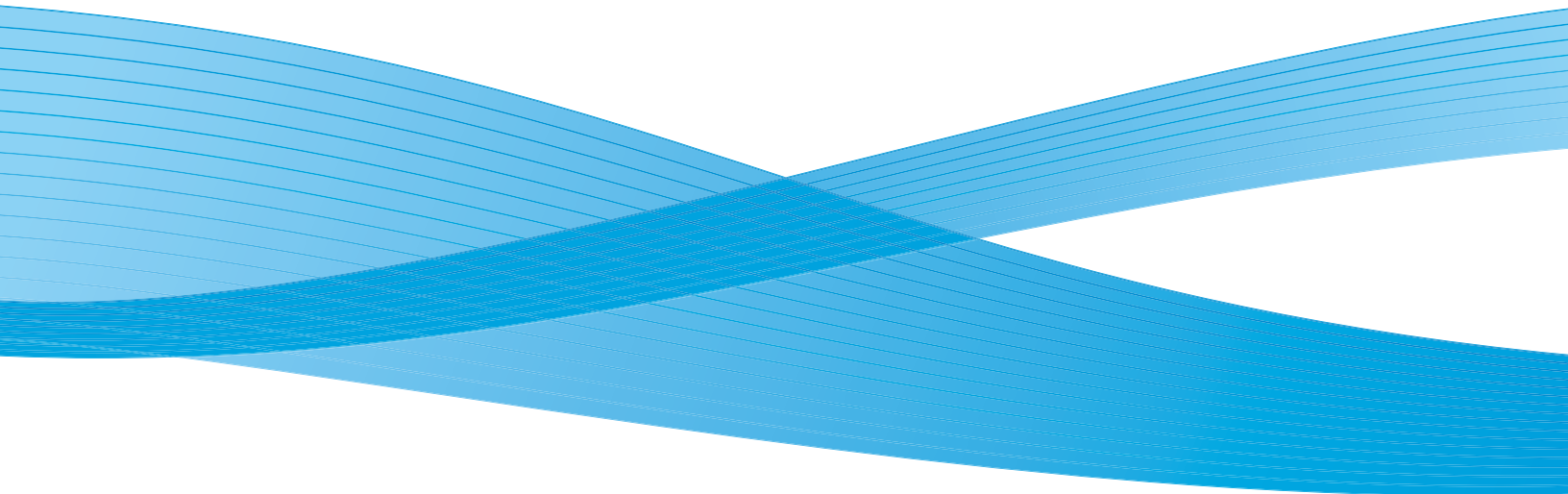


# The US Open wanted a communications upgrade. We aced it.

Xerox delivered advanced technology  
and services that created a fast and  
efficient tournament print network.



# Equipment, networking, support: Game, set, match.

## The Challenge

The USTA – the national governing body for American tennis, with nearly 750,000 members – is perhaps best known for its signature event: the prestigious US Open, the only Grand Slam tournament in the U.S. and the highest-attended annual sporting event in the world. Hosting the US Open is an exercise in sophisticated logistics, coordinating thousands of employees, vendors and fans.

Among the challenges: coordinating event communications. The US Open wanted an upgrade: better technology and broader capabilities from a global leader in business communications and document management. They signed Xerox to a five-year partnership.

Starting with the 2011 tournament, Xerox serves as the exclusive office equipment and document technology and services provider for both the main event and Arthur Ashe Kids' Day.

## The Solution

As an Official Sponsor of the US Open, Xerox maintains an on-site presence, providing fast, reliable document technology and services to the event, to ensure that fans, players, officials and the media have the information they need when they need it.

Xerox document technology is integrated into all key areas of the US Open: tournament operations, business operations, and in the event's Media Center, where all print devices – scanners, printers, fax machines, mobile, multifunction devices, etc. – are fully networked and consolidated for super-efficient color communications.

Meanwhile, Xerox digital print equipment has replaced existing offset equipment, and now produces event communications such as:

- Daily draw sheets, the fans' de facto guide to the entire event.
- Hot sheets, which provide on-site media with daily facts and behind-the-scenes insights.
- Press releases and other news documents.

Proactively monitoring the activity on all this equipment – and helping prevent downtime – are sophisticated Xerox software and knowledgeable Xerox technical staff, who provide expert service and support.

## The Result

"The US Open has attracted a leader in its respective business category," says Harlan Stone, the USTA's chief business and marketing officer. "Xerox's expertise allows the USTA to simplify the flow of information at the US Open.



**Sector:** Sports and Entertainment

**Solution:** Event Print Communications

**Client:** US Open

**Challenge:** Upgrade the US Open's on-site print communications using advanced technology and networking capabilities

**Result:** Transformed the tournament's print communications into a fast and efficient network

By bringing an unparalleled level of digital print and technology support to the event, Xerox has not only enhanced communications speed and efficiency, but also delivered significant cost savings in the process.

## The Bottom Line

The US Open tennis tournament wanted a communications upgrade. Xerox signed on as an Official Sponsor, and delivered fast, reliable document technology and services, ensuring that fans, players, officials and the media have the information they need

when they need it. Providing unmatched digital print and technology support, Xerox enhanced the event's communications speed and efficiency, while also delivering significant cost savings in the process.

