Tennessee Titans Turn to Evolv to "Get Obsessed" About Fan Ingress Experience at Nissan Stadium

Improving Attendee Safety While Streamlining Entrance and Egress

Staffing shortages and protocols associated with COVID-19 have created numerous challenges related to fan ingress at sports stadiums across the country.

When the security scanning for fan ingress at a pre-season game resulted in a slew of frustrated fans who had to wait in long queues to enter Nissan Stadium resulting negative media coverage, the Business Operations team for the Tennessee Titans decided to make a change— and fast.

"Keeping all of our security gates staffed was a real challenge," says Adam Nuse, VP of Business Operations for the Tennessee Titans. "Depending on the particular gate, it took upwards of 30 minutes for fans to get into the stadium.

Weather is a real issue in Nashville, and having fans standing shoulder-to-shoulder in a security queue in the elements—rain, snow, cold, and heat—was an issue that needed rectification. We started off wanting to address customer service, but we ended up scratching that and went directly to being fan obsessed.

When Evolv appeared on our radar, it fell right in line with what we were trying to do from the standpoint of creating a fan obsessed environment."

Industry Overview

- Entertainment Sector
  - Public Venues
  - Stadiums and Arenas
  - Sporting Events

Solution Deployed

- 17 Evolv Express® Systems
- Evolv Insights™
- Evolv Cortex AI™

Benefits Observed

- Doubled Ingress Satisfaction Scores and Space Between Clean and Security Areas
- Reduced Ingress Points and Entrance Area Staffing Requirements
- Eliminated Excessive Guest Queue Wait Times
- Extended Security Perimeter Additional 100 Feet

www.callmc.com • 844-917-4215 • info@callmc.com

Testing and Proving Out Evolv Express®

Prior to the preseason games, Nuse and his team had embarked on a search for a new security solution to address the problem of lengthy security queues and frustrated fan experiences.

Nuse knew of other sports stadiums that had transformed the fan ingress experienced by implementing Evolv Express® systems, and he and David Haywood, the director of Guest Safety for the Tennessee Titans, had tested one out earlier in the year. "We put the Express system to test by trying to sneak different weapons located on different parts of the subject's body, and they caught them every time," Haywood reports. "I was nervous not only about getting the machines stood up, but how we were going to get the security staff trained on them at the same time. But the whole process was flawless."

Fan Obsession Leads to Rapid Deployment

Nuse and Haywood knew they wanted to move forward with the Evolv Express systems, but the regular season was underway.

"We evaluated our options and concluded that we didn't want to wait until after the season or even later in the season," Nuse says. Being obsessed with the fan ingress experience, the team wanted to realize tangible improvements right away.

Nuse and Haywood checked with the Evolv team to find out if their order and delivery could be moved up. "They called us back and indicated they could have all 17 of them here by the next week," Nuse says. "Initially, we debated if we should use them for some smaller events before rolling them for a Titans' regular season game. Ultimately, due to the experience of our team and trust we had in the Evolv team, we decided to simply rip the bandaid off and go for it—and everything worked beautifully. We had over 69,000 fans pass through the Express systems without any hiccup."

With less than a week for his team to get all of the systems configured, tested, and operational, Haywood was initially concerned. "I was nervous not only about getting the machines stood up, but how we were going to get the security staff trained on them at the same time," he relates.

"But the whole process was flawless. We initially thought that the training sessions would be lengthy and difficult. That was far from the case. The team literally had everything ready to go in an hour and a half. The Evolv team was wonderful—from assessing the stadium for the placement of the Express systems, to the training of the security staff, to working shoulder-to-shoulder with us when we went live." For the final ingress configuration, the Evolv and Titans teams decided to have fans go through security scanning first and ticketing second.

Consolidating 132 Ingress Points to 17

Prior to installing the Evolv Express systems, the Titans' business operations team utilized magnetometers scattered around the stadium at 132 ingress points.

Each security checkpoint had a magnetometer and bag-check table. Both were eyesores consuming a huge footprint — especially when large queues of fans accumulated in advance of kickoff. Working with the Evolv Solutions Engineering consultants, the Titans' team went from 132 ingress locations to 17 with the Express systems. "Instead of having 15 security systems at one gate, we now have two locations," Haywood says. "This increases the real estate between our clean and dirty areas. This lessens the likely impact in the event of a mass casualty event."

Getting Obsessed About The Fan Experience

The improvement in fan experience is what excites Nuse and Haywood the most.

"When we first opened the gates, I watched fans as they went through the Express systems and had to chuckle to myself," Haywood recalls. "Even though we had signs up indicating we had a new security screening system and process in place, many fans were initially confused when walking through security scanning. Some held up their arms as if they were walking security scanning at the airport, whereas others stopped and asked, 'Is that all we need to do?'"

The Titans team employs surveys to monitor and assess fan experience and satisfaction. "We send out surveys after every home game, and our scores went from 2.3 out of 5 before the Express systems were rolled out to 4.6" Nuse touts. "This doubling of fan satisfaction is remarkable and confirmation that we made the right decision to move over to the Express system when we did so."

Getting fans into Nissan Stadium before the start of games also enhances home-field advantage. *"Having home-field advantage in the NFL is really important,"* Nuse says. *"We want all of our fans in their seats and cheering the team on by the time kickoff occurs. This was a problem before the Express systems were deployed."*

"We tend to have a late-arriving fan base that hit our ingress points 30 minutes, or even later, before kickoff," Haywood observes. *"I looked at the data over the first three games after we went live with the Express systems, and we scanned around 24,500 fans at each of those games during that 30-minute window — and all without any queues forming. The Express systems deliver a huge improvement over the magnetometers we used before. We could roughly screen 45,000 fans per hour with 132 magnetometers. Now, with 17 Evolv systems, we can screen 54,000 in the same time."*

www.callmc.com • 844-917-4215 • info@callmc.com

Stadium Safety Solutions

Capturing Actionable Security Intelligence

Evolv Insights™ analytics provide the Titans with the ability to optimize their staffing resources.

"We are able to analyze data across all 17 ingress points 30 minutes before kickoff and analyze scan rate per gate," Haywood says. "For those that are getting the highest volume of traffic, we can redeploy security staff to ensure we're getting optimal flow and no wait queues. As Nissan Stadium is home to other sports teams and hosts bowl games and other events, we are using the Evolv Insights analytics to position Express systems in the right location and to allocate staff in the most optimal way possible."

Gold Standard for the NFL

Nuse and Haywood contend security is as good if not better than before, while fan experience is exponentially better.

"Our security perimeter is broader and the Evolv Cortex AI capabilities ensure that we benefit from security intelligence from other Evolv customers," Haywood says. "We continually hone our findings for greater accuracy with Evolv Cortex AI. This artificial intelligence ensures that we evolve — which improves our security effectiveness and efficiency."

"We now have a 'Gold Standard' when it comes to ingress across NFL teams," Nuse continues. "And word is getting out. We just had some meetings in New York with other NFL teams, and they've heard about our new ingress system and process and want to replicate what we've done in other venues. Notwithstanding, while we're pleased that other constituents in the NFL recognize what we've accomplished, our fan experience is really what matters. Having a partner like Evolv that is also just as obsessed with our fans as ourselves is critical."

About MCA

We are the trusted advisor for a safe, secure, and efficient workplace. MCA offers a carefully researched portfolio of voice, data, and security solutions. As your trusted advisor, we reduce the time and effort needed to research, install, and maintain the right solutions to make your workplace better. When you choose MCA, you're also connecting to our Service-First DNA. With our Managed Technology-as-a-Service (MTaaS) offering, you'll never be surprised by hidden costs or fees. We offer a flat, budget-friendly recurring cost without additional finance charges. Our team of experts will manage your solution from start to finish, giving you the best return on your investment.

When combined with our SecurePlan™ suite of tools and services, we proactively support our customers by ensuring SLA terms compliance — remotely troubleshooting and capturing information, monitoring for predictive signals such as drive failure alerts, thermal conditions, and network loads — to address them prior to failure, maximizing the uptime of your critical security systems. Avoid training employees on how to use our solutions: when you partner with MCA, we shoulder the burden of managing technology upgrades and creating road maps for future upgrades, while maintaining and supporting your solution throughout its' complete life-cycle.

CONTACT US TO ENGINEER AND DEPLOY YOUR STADIUM SAFETY AND SECURITY SOLUTIONS

www.callmc.com • 844-917-4215 • info@callmc.com