

# IMPACT BRIEF

## CLIENT:

**Philadelphia Eagles**  
Philadelphia, PA

## DESCRIPTION:

Winning the Super Bowl takes immeasurable effort, skill and exploiting the very best tools. Apple iPads have been an integral part of the entire Eagles organization since 2014.

## CLIENT NEEDS:

Referred to iBusiness Technologies by Apple in 2014, the client invested in their first round of iPads at that time to effectively and securely communicate critical information to players, coaches, owners, scouts and staff. Management wanted to leverage mobile technologies and the Apple ecosystem to coordinate sports training and digital playbook resources. The team also needed to review game footage immediately following the games and en route home. The goal was to find a proven mobile solution and implementation partner to precisely deploy their devices, critical content and collaboration tools. Data security was of extreme importance as the leaking of any proprietary information could have profound and lasting repercussions on the teams' performance and the Eagles' franchise value.

## SOLUTION & IMPACTS:

Since deploying their initial 150 iPad Airls, the team has relied heavily on the devices and Apple ecosystem for game video analysis, athletic conditioning, digital playbooks, collaboration and mobile device management. The recent upgrade to 175x iPad Pros clearly demonstrates the organization's continued confidence in the iOS platform and the valuable role that iPads have played in this team's winning strategy.



## SOLUTION SUMMARY:

### PRODUCT & SERVICE MIX:

175 x iPad Pros, AppleCare [2018]  
150 x iPad Airls, AppleCare [2014]

### APPLE BUSINESS TEAMS:

Suburban Square, PA  
Elk Grove, CA

### INTEGRATION PARTNER:

iBusiness Technologies  
New York • Chicago • Philadelphia