

Seattle Mariners hit a home run with world-class IP connectivity



Services provided

- Global IP Transit
- DDoS Protection Services - DPS Max

To protect data and maintain uninterrupted digital services, the Seattle Mariners strengthened their network infrastructure. Working with NTT DATA, they upgraded their IP Transit service by 10x as well as moved to the highest level of our DDoS Protection Services (DPS) called DPS Max.” The upgraded services handle new levels of digital demand, offering future-ready, secure connectivity — so they can focus on what counts: hitting it out of the park on the baseball field.

NTT DATA has provided IP Transit services to the Seattle Mariners for the past two decades via our Tier 1 Global IP Network.

Through technology and innovation, NTT DATA is shaping the future of sports by providing reliable solutions and services which enable revolutionary experiences for athletes, fans, and sport organizations.

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NTT DATA has provided IP transit to the Seattle Mariners for the past two decades. By partnering with NTT DATA, we feel like we’ve hit a home run in internet capacity and network security.”

Jeff Higgins, VP of Technology Solutions at the Seattle Mariners

Business need

Protect digital operations on game day

Sports teams worldwide face more frequent and sophisticated cyberthreats as they become increasingly reliant on interconnected digital infrastructure, ranging from ticketing and payment platforms to scoreboards and game-statistics systems. Among other things, the financial and other private information of teams and fans can be put at risk, and broadcast and streaming signals can be disrupted.

With major sporting events attracting some of the largest audiences worldwide, they can be particularly compelling targets for threat actors looking to cause widespread disruption. For context, the annual World Series attracts more than 10 million US viewers per game, and the final game of the National Football League (NFL), the Super Bowl, can rack up well over 100 million viewers in the US and tens of millions more worldwide.

Media reports frequently highlight cyberthreat actors compromising sport organizations' computer systems and streaming games for profit. Ransomware attacks have also targeted teams, with cybercriminals claiming to have stolen some teams' financial data. With all this in mind, the logic behind increasing IP capacity and bolstering services like protection against direct denial of service (DDoS) attacks is clear.

Solution

Advanced DDoS protection and scalable IP transit

The collaboration between NTT DATA and the Seattle Mariners has evolved over more than 20 years, reflecting the way sport organizations have adopted new technologies, increased their online and social media presence, and introduced new ways to boost fan engagement and create world-class experiences.

In 2019, the Mariners upgraded their services to the most comprehensive DPS Max offering, providing the organization with proactive attack detection and mitigation capabilities, as well as access to our Network Security Team.

The Network Security Team of the Global IP Network provides top-level support 24x7. This is the same expert team responsible for keeping NTT DATA's Tier 1 global IP backbone AS2914 safe and secure.

In addition, our DPS clients have exclusive access to our Services Portal — allowing them to review their detection history and past mitigation reports, and request configuration changes.

In 2022, we upgraded their IP Transit services 10x to provide extra capacity to respond to increasing capacity demands.

"This long-standing partnership reflects the Mariners' confidence in our ability to support their growing connectivity and network security needs," says Brian Foust, VP of Customer Solutions at the Global IP Network division of NTT DATA.

"We believe the DDoS Protection Services we offer are ideal for counteracting the large-scale attacks that sports teams and live events around the world may face today," Foust continues.

"As a major sports organization, we rely on trustworthy internet transit and network security services to keep our digital presence safe and secure at all times," says Jeff Higgins, VP of Technology Solutions at the Seattle Mariners. "Above all, we are committed to enhancing our fan experience, and NTT DATA is helping us achieve this goal."

Outcomes

Resilient network performance for modern sports demands

Upgrading to DPS Max has delivered significant benefits for the Seattle Mariners and will continue to do so as they seek to combat growing cyberthreats. With proactive DDoS attack detection and mitigation, their defenses are now stronger than ever — an essential safeguard at a time when sports organizations worldwide face wave after wave of cyberattacks.

At the same time, the upgrade in IP transit capacity has enhanced connectivity, meeting increasing demand for faster data transport and lower latency. For a world-class team like the Mariners, it is vital to stay connected with their passionate fan base, whether in Washington State, neighboring regions or in international locations like Japan, Mexico, Europe and Asia.

These results are powered by the capabilities of our Global IP Network, consistently ranked among the world's leading IP networks.

Together, these connectivity and security enhancements position the Mariners to embrace both the challenges and opportunities that come with their growing popularity.

Visit nttdata.com to learn more.

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