

REFERENCE / SHORT NOTICE

Picture of SwedBank Arena – to be requested from SAM

BTD supports Swedish Arena Management

Zug, 04 October 2011

For their first project in the Scandinavian area, BTD was mandated by SwedBank Arena Management to provide an Audit for all IT related business processes and services including infrastructure.

BTD provided a full Audit of the Swedbank Arena, the new multi-functional arena and future home of the Swedish national football team which will be located in Solna, Sweden. The stadium aims to open in November 2012 and the owners and future operators, Swedish Arena Management, placed an emphasis on creating a stadium with state-of-the-art IT technology. With this in mind, BTD were hired to inspect the stadium from an external viewpoint and analyze both the existing and forthcoming plans for the IT Systems. BTD additionally provided potential solutions and ideas for Swedish Arena Management to consider with the focus on saving costs and creating a “smart-stadium” with every system interfaced and working together as one. BTD provided also management advisory to the CEO regarding best of breed strategic setup in the area of IT and operations as well as in the field of ROI creation through efficiency in IT related processes.

For further information, please contact:

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About the BTD Group:

Based in Switzerland, the BTD Group was initially founded in 1997 by the shareholders Kersten Kröhl and Stefan Leibhard and has since increased its current position with over 120 employees. 100% self-financed and owner-managed, the BTD founders and executives have cumulated over 30 years of experience in the sporting industry and lead a specialist team of consultants, each with vast expertise and diverse experiences in international projects.

BTD is committed in conducting event assessments, project management and stadia operation support on a worldwide basis and devise individually tailored solutions for our clients. BTD's wealth of experience and expertise allows us to create state-of-the-art projects for major clubs and tournaments which not only meet the latest FIFA/UEFA, Olympic requirements, but create events and stadia which are highly efficient and secure.

Website: www.btd.de