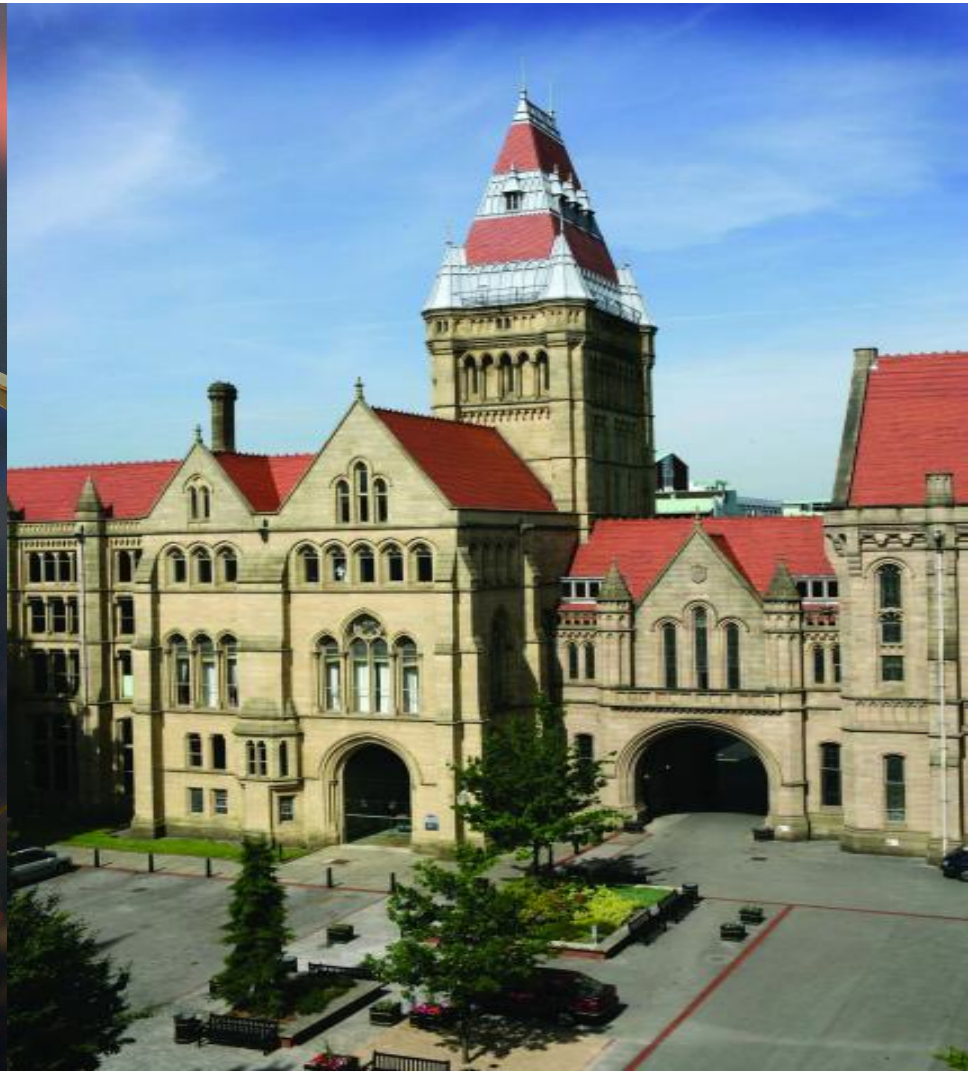


# *FROM the OLYMPICS to HIGHER EDUCATION*

**Gerry Pennell**  
**Director of IT,**  
**University of Manchester**



# Organisational Context

## LOCOG

- Organise and run the Games
- Adapt existing venues for Games use
- Adapt new venues for Games use
- Create all temporary venues
- Common Domain
- Privately funded



## ODA

- All Olympic Park infrastructure
- Building new permanent venues
- Building of re-locatable arenas
- Olympic transport projects
- Olympic Park venue legacy conversion
- Publicly funded





# *The Scope of Technology at London 2012*



**VENUE TECHNOLOGY**



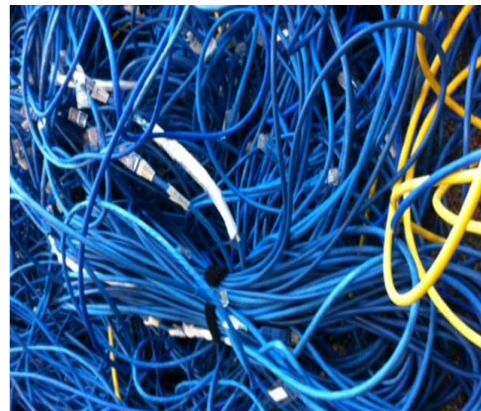
**RESULTS TECHNOLOGY**



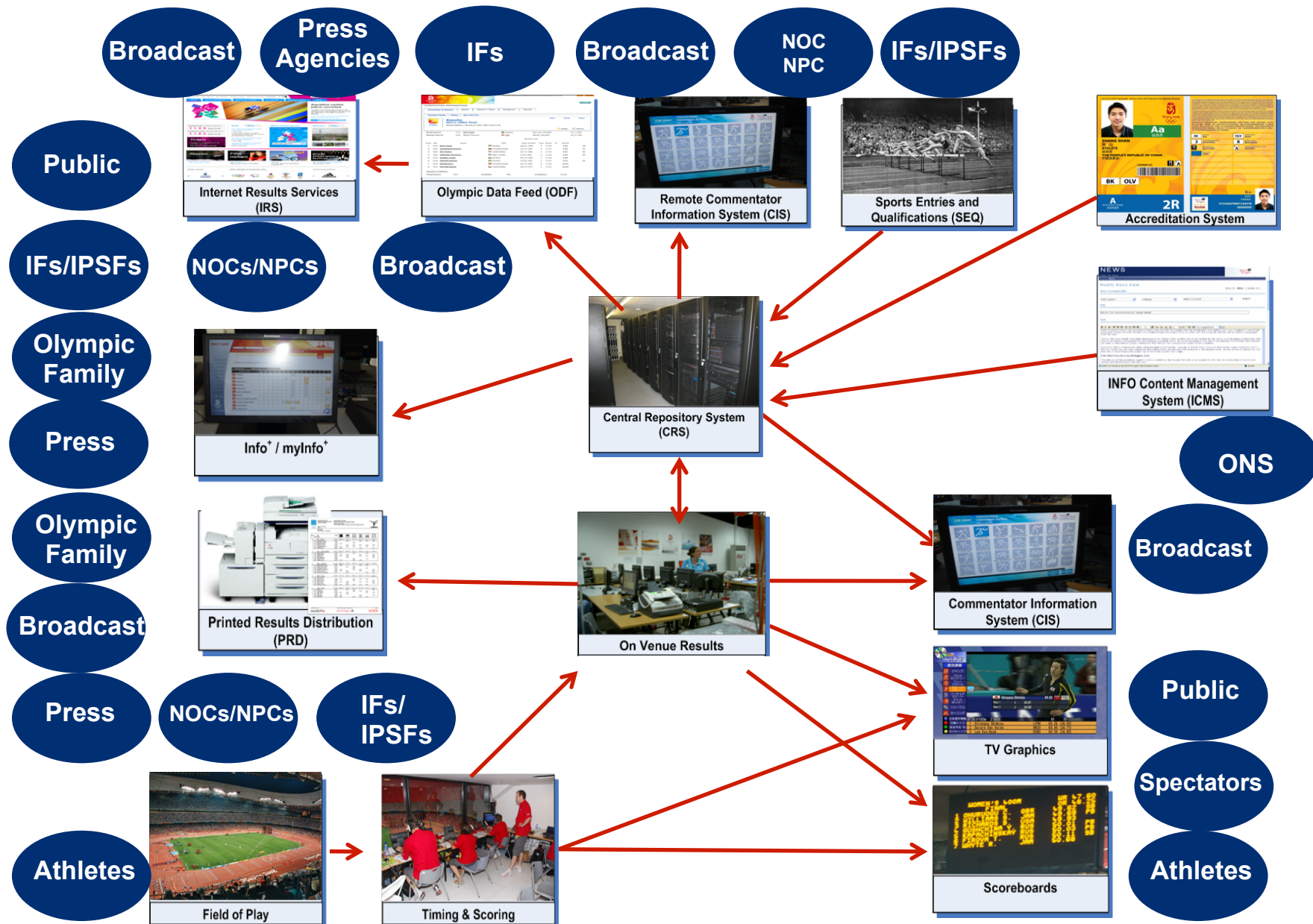
**INTERNET OPERATIONS**



**ENTERPRISE SYSTEMS & IT**



**TELECOMMUNICATIONS**





# *Olympic and Paralympic Technology in numbers*

**110,000**

Pieces of technical equipment

**80,000**

Data Access Points

**200,000**

Hours of Systems Testing

**26,000**

Media

**14,000**

Mobile Phones

**1 Billion**

visits to london2012.com

**4.73 Billion**

page views

**1000**

Servers

**19,300**

PCs and Notebooks

Global Audience of  
**4 Billion**

**6000**  
**Tech**  
**Staff**

**16,000**

Telephones

**5,500kms**

Cabling and Fibre

**100+**

Systems and Applications

**4,100**

Reprographic Devices

**1854**

Wireless Access Points

**36**

Videoboards

**72**

Scoreboards

**10,000**

Televisions

**94**

'Live' Venues

**40 Gbps**

Olympic Network Capacity

**24/7**

Operations

**500**

Million Photos captured

**6 Gbps**

data generated ever second

**175,384,000**

Minutes of Video Captured

Largest HD Public  
Wi-Fi network in the world

# London 2012: the digital Olympic Games

**431**  
million  
visits to  
London  
2012.com  
**60%**  
came from  
mobile  
devices



**4.73**  
billion  
page  
views

**109**  
million  
unique  
users on  
London  
2012.com



**7,000**  
heats of  
**sport**  
covered live

**15**  
million  
**app**  
downloads



**117**  
billion  
object  
requests

**1.3**  
petabytes  
of data  
served  
equivalent to  
**250**  
million  
copies of the  
complete  
works of  
Shakespeare





# Some Similarities and Differences

## The Same

- service, strategy, security issues...
- supplier management
- aligning IT to the 'business'
- selecting, managing your team

## The Different

- the fixed timeline
- the 'one-shot' nature of the Games
- the unusual lifecycle of an Organising Committee

## *Organisational Vision*

*“To use the power of the Games to inspire change”*



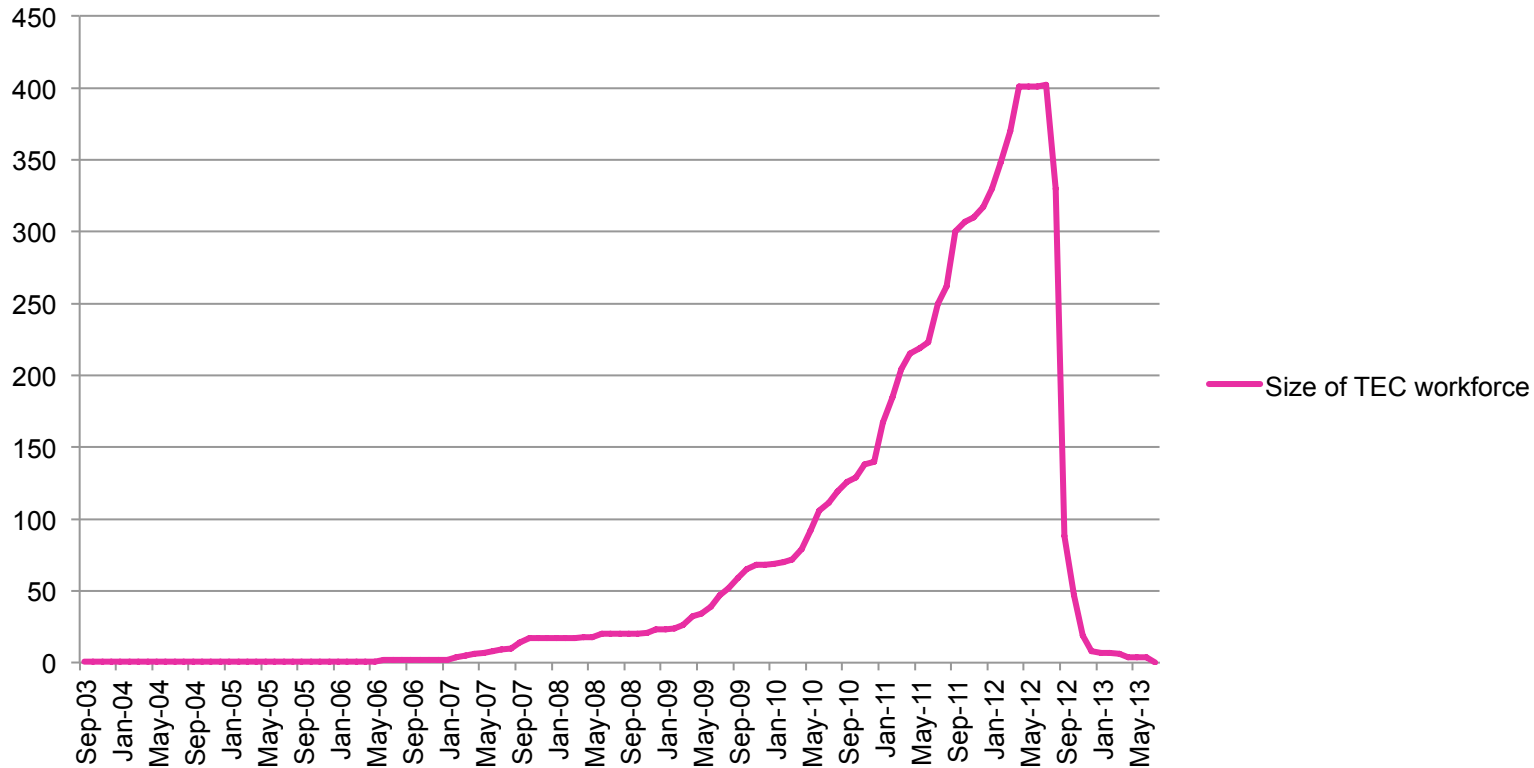
*Inspire a  
generation*

Create – and leverage – a common vision



## *Leading the In-House Team*

**Size of TEC workforce - Full Lifetime**



Great personal motivation matters more than artificial incentives

## *Leveraging the supplier eco-system*

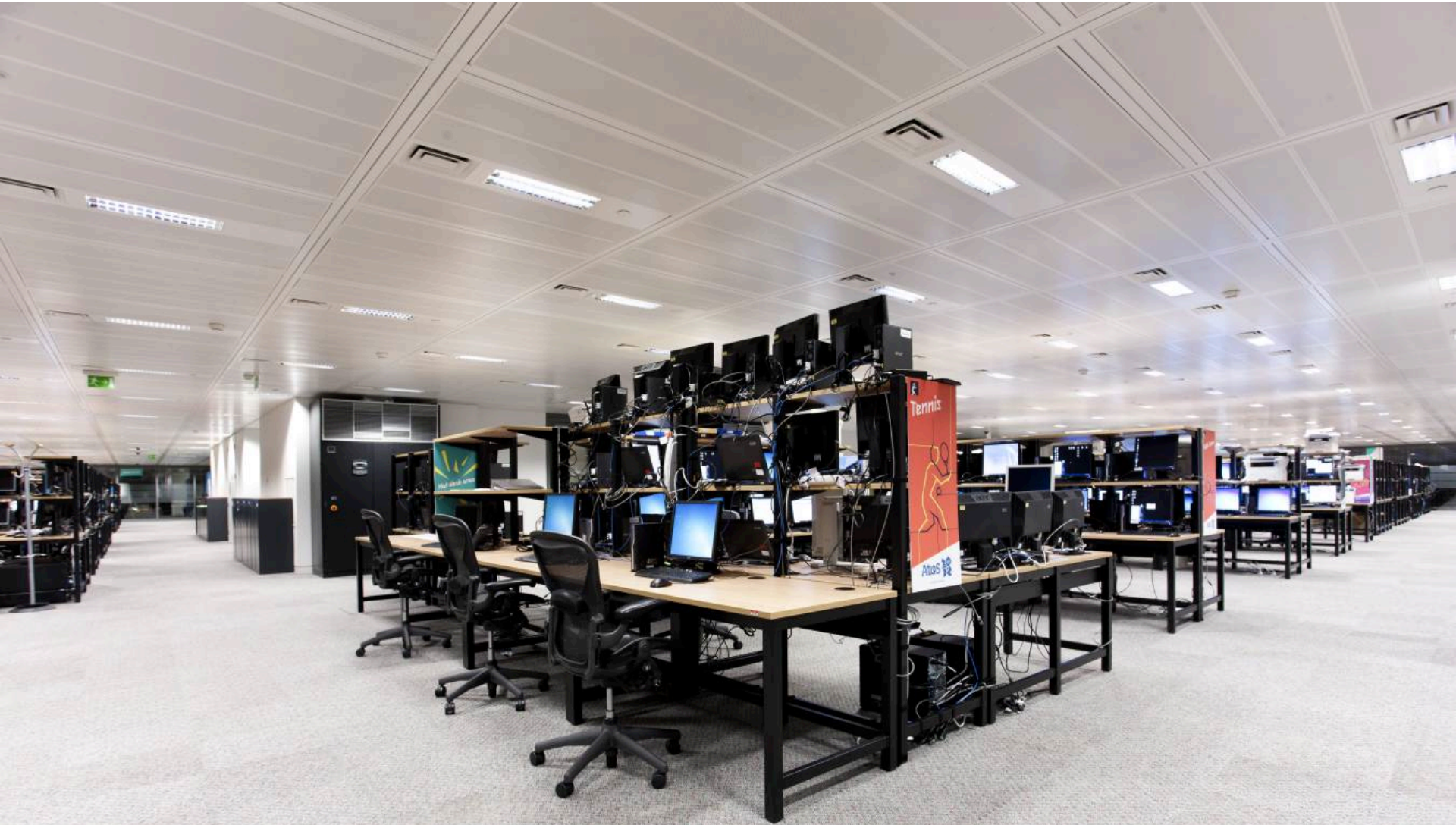
The Acer logo, featuring the word "acer" in a green, lowercase, italicized sans-serif font.The Samsung logo, consisting of the word "SAMSUNG" in white, uppercase, sans-serif font inside a blue oval.The Panasonic logo, featuring the word "Panasonic" in a bold, blue, sans-serif font.The Atos logo, featuring the word "Atos" in a blue, sans-serif font.The Omega logo, featuring the Greek letter Omega (Ω) above the word "OMEGA" in a red, sans-serif font.The Cisco logo, featuring a stylized bridge icon above the word "CISCO" in a green, sans-serif font.The BT logo, featuring the letters "BT" in a blue, sans-serif font next to a colorful, stylized globe icon.

AND supplier organisations, 3000 technology volunteers,  
various government departments and public agencies

Leverage your eco-system : the whole is (much) greater than the sum of the parts



# *Methods, Project Management and Governance*



Prioritize project management but don't be a slave to methodologies..



# *Delivering to Deadlines*



Embrace deadlines – they are your ally!



# Managing for Change you can (partly) predict

Paralympic Athletes' Parade

Medal counter

Medal standings will become available once the first medal is officially confirmed

About the medals

	Overall	by Medallist	by Sport
1		6	6 3 15
2		3	3 3 9
3		2	3 2 7
4		2	2 4 8
5		2	2 2 6
6		2	1 1 4
7		1	1 4 6
8		1	1 1 3
9		1	1 0 2
9		1	1 0 2
11		1	0 1 2
11		1	0 1 2

Like London 2012 on Facebook



Architect your systems to enable change

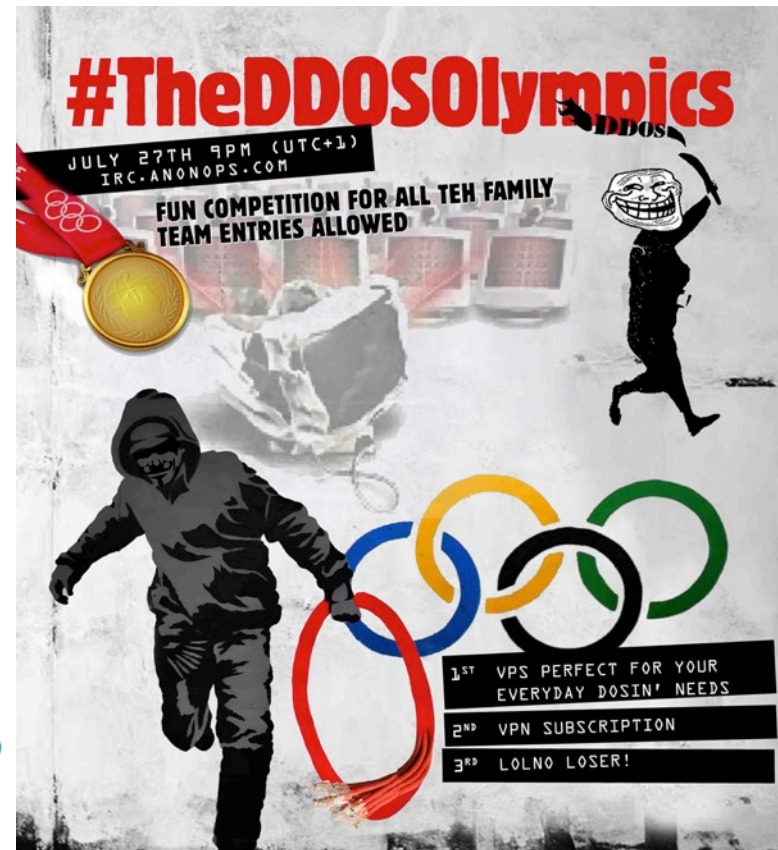
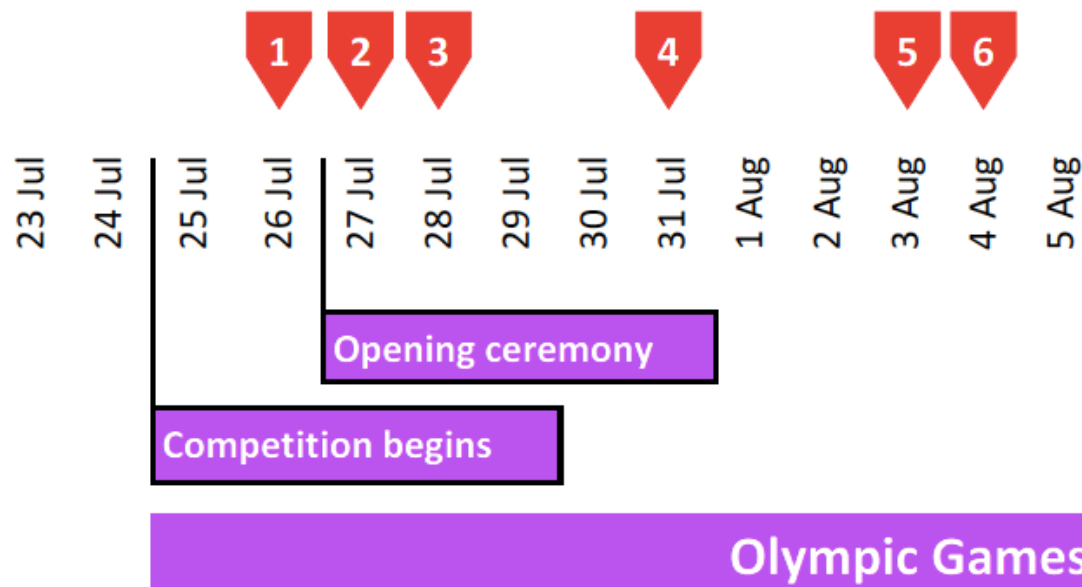


# Testing, Deployment and Implementation



Effective implementation is about people, process *as much as* technology

# Cyber Security



Build your cyber-defences : operations as well as technology



# Operational Challenges



Expect the Unexpected



*Thankyou*

