

Duke University Football Scores Touchdown with Tablets Managed with AirWatch

The Client

Duke University is a private research university located in Durham, North Carolina. Consistently ranked among the nation's top colleges, Duke has a longstanding reputation for top tier academics as well as award winning athletic programs. Duke Athletics is part of the Atlantic Coast Conference and has 26 NCAA Division I varsity sports teams, including its football team, the Blue Devils.

The Blue Devils have won seven ACC Football Championships, have had ten players honored as ACC Player of the Year, and have had three Pro Football Hall of Famers come through the program. Duke has also won a total of 18 conference championships - seven ACC, nine Southern Conferences, and one Big Five Conference.

As the team gears up for the 2014 season, players and coaches have a new learning tool at their fingertips – a lightweight, portable iPad. Always on the cutting edge, Duke's football program was one of the first to ditch traditional playbooks in favor of a digital alternative.

The Challenge

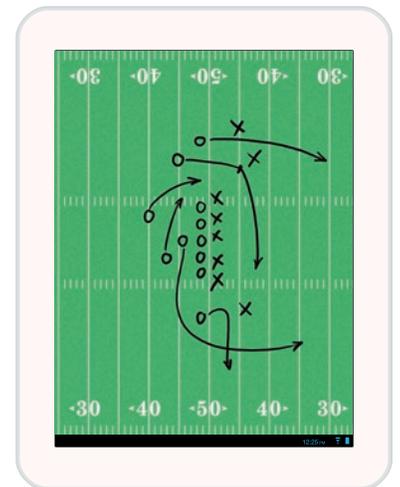
Tom Long, the team's director of technology, first learned how mobile devices could benefit Duke's athletic program while attending a football technology conference and viewing GamePlan, an app from Global Aptitude, which digitizes playbooks. He was shared his findings with Blue Devil head coach David Cutcliffe, who was supportive of Long's decision to go digital and purchase 125 iPads for the team's players, coaches and support staff.

"Before digitizing our playbooks, we relied on heavy, cumbersome binders full of paper documents, which had to be updated regularly, and stacks of DVDs. When coaches wanted to share information or new videos with players, they would often call last-minute meetings in their offices," explained Long, of the team's previous methods. Now armed with a new mobile fleet and the technology to better prepare the team, Long recognized he needed a way to easily manage the devices, whether players were at home or on the road and protect the program's investment.



Solution Overview

- Client: Duke University Football
- Industry: Education
- Geography: North America
- Features: MDM, MAM, MEM
- Devices: 100 – 500



The Solution

Long began researching mobile device management solutions and selected AirWatch[®] by VMware[®], based on a recommendation from Global Aptitude. "My experience with AirWatch's customer service and the sales team has been great since day one. They've made it easy to manage our iPads and stay focused on the bigger picture – winning games," he said.

Each player is issued an AirWatch-managed iPad that Long has pre-configured with the Playbook for iPad application, which contains Duke's playbook, practice schedules and medical information from trainers. "It takes just a few minutes to push down the Playbook app to multiple devices using AirWatch[®] Mobile Application Management," said Long. "I don't have to spend time setting devices up one by one, which lets me focus on other parts of my job." Players and coaches can also access their email, contacts and calendar, and download video content like schematic highlights, workouts and footage of opposing teams.

The ability to share content digitally has drastically reduced the amount of paper the team uses. "We have saved thousands and thousands of dollars on copy costs, which has been extremely beneficial for our budget. The ability to digitize all of our paper documents has saved us a significant amount of money and time," said Long. "Coaches can now send players videos and new materials at the touch of a button. In the past, they'd have to print out the document and update a three-ring binder. The ability to send and receive information on-demand helps us be more prepared for the season ahead. Players are actually looking at the information they are receiving."

Increased security is another benefit of storing the playbooks on tablets. With AirWatch, the iPads are much more secure than the traditional playbooks, as each device requires a passcode and the Playbook app has an additional username and password. If the password is entered incorrectly three times, the iPad is locked until Long resets it. "In the past, if players lost or misplaced their binder, anyone could access its confidential materials. Using AirWatch, I can remotely wipe the content on the iPad from anywhere at any time, if it is ever stolen or lost. This gives me great peace of mind," explained Long.

"My experience with AirWatch's customer service and the sales team has been great since day one. They've made it easy to manage our iPads and stay focused on the bigger picture – winning games."

– Tom Long
Director of Technology
Duke University Football

