

# Bell creates a powerful Web experience for 2010 Olympic Winter Games.

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- David Marshall, Director of Internet Systems, VANOC

## The customer

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)

## The need

A compelling end-to-end managed and hosted secure Web portal

## The solution

Complete Web Solutions from Bell, including:

- Usability and Accessibility Testing and Consultation
- Web Development and Design
- Web Application Integration
- Managed Hosting

## The results

- Expert design of a compelling, interactive vancouver2010.com Web site
- Tripled the record of online visitors in comparison to past Olympic Games
- 50% cost reduction in comparison to past Games’ Organizing Committees
- 24/7 uptime and monitoring through managed hosting in data centres
- Business continuity incorporated a content distribution network combining 30,000 servers worldwide



Screenshot of vancouver2010.com

## Intense world scrutiny calls for secure and robust Web presence

In February 2010, all eyes were on Canada for the 2010 Winter Games. Over the course of six weeks, 6,500 athletes and officials from more than 80 countries garnered world attention as they competed for gold at 130 venues (akin to an enterprise with 130 branch offices) spread across three cities located 35 km apart. Their every move was observed by millions of people, most accessing the excitement through vancouver2010.com.

With such intense scrutiny, it's no wonder those responsible for planning, organizing, financing and staging the 2010 Olympic Winter Games spent several years building a robust and secure Web portal and back-end infrastructure to deliver the Games to an online audience.



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“During Games time, we were one of the busiest websites in Canada,” recalls David Marshall, VANOC’s Director of Internet Systems. “Given Bell’s vast experience in Web development and network infrastructure development and security, we delivered a flawless Web experience and became the online destination for the 2010 Olympic Winter Games.”

Since 2004, Bell and VANOC worked as one cohesive unit to develop the portal platform with capacity, secure delivery, and the ability to support a large breadth of applications from e-commerce to Customer Relationship Management (CRM). From a design perspective, the [vancouver2010.com](http://vancouver2010.com) site had to be engaging, feature-rich and interactive to capture the excitement leading up to 2010 and act as a one-stop shop during the Games.

One of the biggest challenges faced by VANOC was the incredible amount of content necessary to deliver an effective Games experience. The Web Solutions team from Bell diligently identified best practices in functionality and presentation requirements, conducted extensive usability testing and wire framing exercises, developed creative and strategic templates, and provided ongoing consulting during construction of the information architecture.

Bell also provided the content management portal system that VANOC used to publish content, and integrated a managed hosting services component in a data centre for 24/7 monitoring to ensure maximum uptime. All third-party applications such as ticketing, e-commerce and the interactive mascot element of the site were seamlessly integrated into the portal. Bell also developed and managed the Web analytics component, allowing VANOC to monitor and analyze traffic and assess the site for improvements leading up to the Games.

Ensuring the site was properly secured, Bell conducted a number of security audits that tested such elements as Intrusion Detection and Firewall Security to ensure private information remained private and no external party could infiltrate the site.

In addition, Bell recommended VANOC use back-up data centres and a content distribution network combining 30,000 servers worldwide to ensure a fast user experience as well as securing the system in the face of a potential cyber attack. By doing so, VANOC reduced its costs by approximately half of what previous Games committees had spent, which meant fewer servers to buy – “so we did a lot more with less,” says Mr. Marshall. Bell’s strong relationships with a number of critical third-party suppliers also enabled VANOC to secure preferred pricing to reduce operating costs even further.

Bell’s attention to detail certainly paid off. More than 300 million people – representing 1.1 billion page views – visited the [vancouver2010.com](http://vancouver2010.com) portal during the 17-day event, shattering the previous visitor record of 105 million set during the Beijing 2008 Olympic Games.

“Bell understood our design goals and our overall vision, brought the best people to the table, and fully integrated into all aspects of our team,” says Mr. Marshall. “That made all the difference and it’s why we were so successful in rolling out this all-encompassing Web solutions project.”

For more information contact your Bell representative or visit [bell.ca/enterprise](http://bell.ca/enterprise).

