



INDIANAPOLIS MOTOR SPEEDWAY

INDIANAPOLIS MOTOR SPEEDWAY USES NETBOTZ TO PROTECT IT INFRASTRUCTURE AGAINST PHYSICAL THREATS

The Indianapolis Motor Speedway (IMS), which runs the famed Indianapolis 500, has become the 1500th customer to use NetBotz to safeguard its distributed IT infrastructure and assets. The leader in the Motor Sports Entertainment Industry, IMS is also the home of the famous Hall of Fame Museum and the Brickyard Crossing Resort & Inn, an 18-hole championship golf course designed by Pete Dye.

The Speedway is in the first phase of its NetBotz implementation, which is part of a larger security plan IMS is currently undertaking. According to Jon Koskey, manager of technology at the Indianapolis Motor Speedway, the camera feature on the NetBotz Monitoring Appliance will figure significantly in the Speedway's security effort.

Koskey, who also oversees IT efforts for the Indy Racing League, says he also plans to use NetBotz to secure the infrastructure over which live timing and scoring information flows to teams at the track and race fans on the Internet.

*The NetBotz
Implementation is Part
of a Larger Security
Plan the Speedway is
Undertaking*

NetBotz Intelligent Physical Security Monitoring consists of monitoring appliances with an integrated color camera that can capture and store motion events and built-in environmental sensors that alert about hostile environmental conditions; Centralized Management and Monitoring software; as well as Add-On Hardware (sensors) and Software. A fully scalable, highly flexible solution, users can deploy just monitoring appliances and get great value out of the solution. They can also add centralized monitoring and management as well as a variety of Add-On Hardware and Software options at any time.

Initial plans call for IMS to deploy NetBotz to protect its main server and phone rooms, its increasingly critical fiber optics network under the racetrack's winner's circle, and its computer room on its Terre Haute campus 75 miles from Indianapolis headquarters. Together, these locations support the organization's most critical IT systems, including its CRM application, ticketing system, ERP system and hundreds of desktops.

"The next phase of the NetBotz implementation will include the installation of appliances on other areas of our enterprise, including network hub points and remote phone rooms," said Koskey.



SPORTS &
ENTERTAINMENT



Included in the IMS purchase are NetBotz 400C Monitoring Appliances; NetBotz Central, the company’s server-based centralized monitoring and management software; as well as a number of additional external sensors, including those that detect temperature variations, amperage fluctuations and the presence of potentially damaging liquids. With this purchase, IMS is now able to monitor and protect its three IT sites against hostile physical conditions, such as intrusion, human error as well as a host of other threatening environmental conditions. Moreover, using NetBotz Central, the company can consolidate information about physical conditions from any location through a web browser.

“I have natural gas generators and UPS systems that protect our network from power outages,” said Koskey. “But if a physical threat, such as an intrusion, jeopardized Speedway IT operations, we had no way of knowing trouble was brewing. NetBotz is giving us peace of mind by allowing us to monitor the physical aspects of our IT environment with door sensors that tell me when someone goes in and out, to cameras that capture and record motion events, to sensors that tell me when power conditions have changed. Moreover, I can add this additional security without having to add staff. With NetBotz, we’ve got IT physical security covered.”

According to Koskey, such physical threats could potentially jeopardize, for example, the Speedway’s ticketing system, “especially right after the Indianapolis 500 is run each Memorial Day Weekend. Customers inundate our system to purchase tickets for the next year’s event. It puts a tremendous load on our IT infrastructure. And we can’t afford to let a physical threat get in the way of our customers obtaining tickets quickly and easily.”



About Indianapolis Motor Speedway (www.brickyard.com)

The Indianapolis Motor Speedway Corporation is dedicated to providing “International Leadership in Motorsports Entertainment” and fulfills that mission with the annual running of the Indianapolis 500, the world's largest sporting event. In addition to the 500, IMS plays host to two additional world-class auto racing events — the NASCAR Brickyard 400 and the Formula One United States Grand Prix — and oversees the daily administration of the Indy Racing League.