



Virtual IT[™] – All Inclusive IT Services

Case Study: Horizon Delivers for Hunt Capital Group & Pizza Hut Park

Providing comprehensive IT support from the desktop to the stadium seat for one of America's most successful investment firms and one of its largest entertainment venues.



In 1993, the private investment activities of the Lamar Hunt family were institutionalized with the creation of the Hunt Capital Group, a private equity investment firm with investment focused subsidiaries, including Hunt Sports Group. Hunt Capital Group found itself in need of a partner to construct a comprehensive IT plan to ensure smooth operations, data security and business continuity.

On April 22nd, 2003, Hunt Sports Group, a subsidiary of Hunt Capital Group, Major League Soccer along with various city and county government entities announced a partnership to build a \$65 million soccer-specific stadium and complex in Frisco, TX. Based on the successful partnership, Hunt Sports turned to Horizon for IT consultation and management for this premiere sports and entertainment venue.

Hunt Capital Group/Pizza Hut Park

www.huntcapital.com
www.pizzahutpark.com

Lamar Hunt Family Affiliations

The Lamar Hunt family members operate through Unity Hunt, Inc. ("UHI") a large, diversified private company whose "managed business segments" consist of: Hunt Capital Group (private equity capital companies), Hunt Operating Group (operated companies), Hunt Financial Group (financial services companies) and Hunt Sports Group (sports/entertainment companies). Current "product-market business segments" in which UHI participates on a worldwide basis include: telecommunications, consumer/service, technology, healthcare, sports/entertainment, energy/resources, real estate and investments. The family is usually identified with its sports-related companies (Kansas City Chiefs, Chicago Bulls, Kansas City Wizards, and Columbus Crew) due to their public nature, but they are only part of the larger enterprise.



The Business Challenge

The original business challenge facing Hunt Capital Group centered around building a process and infrastructure to back up their sensitive financial data.

Upon conducting discussions with Hunt Capital, it was learned that, in reality, a comprehensive technology review and assessment was needed. In addition, a complete business continuity plan that would ensure the security and availability of financial records would be built.

The Horizon Solution

After a complete review of the technology infrastructure, it was determined that Lance Black, EVP of Operations (then CEO of Mareechi, acquired by Horizon DCS in 2009), would install an entirely new technology plan, complete with a new network, routers and switches, all the way to desktop support in addition to the automated backup and disaster recovery plan.

Today, Horizon serves as the Virtual IT Department for Hunt Capital Group, even placing staff on site to handle all their office and stadium IT needs.

Building On A Good Thing

Based on the successful partnership forged with Hunt Capital Group, when the IT infrastructure design for Pizza Hut Park was built, Hunt Sports Group turned once again to Lance Black. Lance helped scope the requirements for the new facility,

focusing on building an IT network that would enable Pizza Hut Park to serve soccer and music fans in the style North Texas audiences have come to expect.



In fact, Lance is the de-facto CTO of Pizza Hut Park, helping set strategic direction, managing the LAN/WAN, servers, concession POS systems and ticketing function. Lance and his staff maintain it all, including dozens of flat panel TV's, all the way to supporting the hand held units used by the wait staff to take orders and wirelessly transmit orders back to food preparation.

The Results

Over the past 7 + years, Lance Black and Horizon have provided excellent IT services for both Hunt Capital and Pizza Hut Park. In fact, things like the hosting the MLS Cup and its 120+ credentialed reporters, all who need wireless and phone access, with little to no issues has become the standard for Pizza Hut Park due to Lance's leadership.