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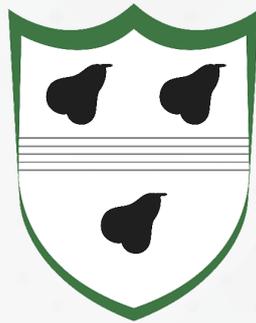
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Customer Success Story

Worcestershire County Cricket Club

WORCESTERSHIRE
COUNTY CRICKET CLUB

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Overview

Worcestershire County Cricket Club (WCCC), a well-established sporting institution, recognised the need to modernise its IT systems to support both day-to-day operations and long-term strategic goals. With legacy infrastructure causing operational inefficiencies, unreliable connectivity impacting critical match-day services, and an increasing demand for secure remote access, the club sought a trusted technology partner who could deliver both expertise and local understanding.

EBC Group, a leading managed IT provider, was engaged to assess, design, and implement a solution that would improve performance, security, and scalability across the organisation. Through a comprehensive IT infrastructure upgrade, EBC Group helped WCCC resolve key challenges while minimising disruption to business operations.

This case study highlights the specific challenges WCCC faced, the bespoke solutions delivered by EBC Group, and the outcomes achieved — from improved collaboration and enhanced cybersecurity to stronger remote working capabilities and ongoing IT support. It also covers the seamless project delivery, the club's experience with EBC Group's account management, and how the partnership has laid the foundation for future growth and digital resilience.

> *"We are extremely satisfied — the solutions have already delivered tangible improvements and positioned us for growth"*
>
> *- **Joe Tromans**, Commercial & Partnerships Director (Worcestershire County Cricket Club)*

About Worcestershire County Cricket Club

Founded in 1865, Worcestershire County Cricket Club is one of England's 18 first-class county clubs, with a rich heritage and strong roots in the heart of Worcester. The club plays its home matches at the iconic New Road ground, renowned for its picturesque riverside setting and historic pavilion. Over the years, Worcestershire CCC has developed a proud tradition of nurturing homegrown talent and has produced numerous international cricketers. Committed to excellence both on and off the field, the club plays a central role in the local community and continues to inspire the next generation of players and supporters.

Beyond the boundary, the club plays an important role as a cultural and social hub within Worcestershire. Hosting a variety of events, community initiatives, and engagement programmes, Worcestershire CCC strives to make cricket accessible and inclusive for all.

Challenges that WCCC Faced

Outdated Systems
WCCC's legacy IT systems were no longer fit for purpose, leading to inefficiencies in communication and collaboration across departments.

Limited Remote Access
Staff working off-site, including sales, marketing, and coaching teams, had difficulties accessing systems securely and reliably.

Unreliable Connectivity
Match days and large events exposed weaknesses in the network infrastructure, leading to potential downtime that affected ticketing and service delivery.

Data Management & Security
Managing and safeguarding sensitive data had become increasingly difficult, with limited tools in place to ensure compliance and protection.

Solutions that EBC Group Implemented

Comprehensive Infrastructure Upgrade
EBC Group delivered a complete overhaul of WCCC's IT environment, including cloud-based data storage and backup, enhancing both flexibility and resilience.

Enhanced Connectivity and Network Reliability
New infrastructure and improved network solutions were implemented to ensure consistent performance, particularly during high-demand events.

Secure Remote Access
EBC Group introduced modern collaboration tools and secure access systems, empowering remote staff to work efficiently from any location.

Cybersecurity and Standardisation
Robust security protocols were installed, along with a standardised desktop environment, reducing vulnerabilities and improving user experience.

Project Delivery

From the outset of the project, EBC Group maintained a clear, structured approach:

Pre-Project Planning
A comprehensive handover meeting outlined key milestones and expectations.

Smooth Onboarding
Staff were thoroughly guided through each stage of implementation, with risks and contact protocols clearly explained.

On-Time Delivery
The project was completed within the agreed timeframe, causing minimal disruption during critical business periods.

User Satisfaction
Staff reported a noticeable improvement in performance and usability from day one.

Ongoing Support & Account Management

Following project completion, the transition to business as usual was seamless.

Continued Support
The EBC Group team remained responsive and helpful, addressing any queries efficiently.

Dedicated Account Management
WCCC has a direct line to their EBC Group account manager, ensuring ongoing needs are addressed quickly and professionally.

This level of support has helped build a lasting relationship based on trust and responsiveness.

"The project was completed on schedule with minimal disruption — crucial for our event-driven business."

*- **Joe Tromans**, Commercial & Partnerships Director (Worcestershire County Cricket Club)*

Sales Process

Speed of Engagement
A meeting was arranged within a few days of initial contact.

Efficient Quoting
A detailed and transparent quote was supplied in under a week.

Customer-Centric Approach
The sales team demonstrated a strong understanding of WCCC's specific needs, offering tailored advice and guidance without a hard-sell approach.

The clear, prompt communication gave WCCC the confidence to move forward, knowing their IT needs would be well understood and addressed.

Delivering Results & Building for the Future

The collaboration between EBC Group and Worcestershire County Cricket Club has delivered significant, measurable improvements to the club's IT environment. From resolving long-standing issues with system reliability and remote access, to enabling greater collaboration and enhancing cybersecurity, EBC Group's tailored solutions have had a transformative impact on the organisation's operational efficiency.

The partnership has gone beyond technical implementation. WCCC has benefited from clear communication, expert guidance, and dependable support throughout the entire project life cycle — from initial consultation through to ongoing account management.

"We are extremely satisfied. The implemented solutions have already delivered tangible improvements and positioned us for ongoing growth and adaptability. EBC Group demonstrated a clear understanding of our unique needs and consistently provided exceptional service, making us confident in our long-term partnership." - **Joe Tromans**

As the club looks to the future, it does so with the confidence that its IT infrastructure is robust, scalable, and supported by a trusted technology partner. EBC Group's continued involvement ensures that WCCC can stay focused on delivering exceptional experiences for supporters, partners, and the wider community.