

Flexible Connectivity for Game-Day Confidence

How Seattle Sounders FC partnered with Lumen to scale performance, reduce risk, and build a future-ready sports network

Seattle Sounders FC

www.soundersfc.com

- One of Major League Soccer's most accomplished and culturally influential clubs
- Mission-driven organization focused on creating moments, enriching lives, and unifying communities through soccer
- Operates across headquarters, training and performance facilities, and live match environments

Challenges

- Fixed, static network capacity limited flexibility for live sports and media operations
- Match days, media events, and community activations created sharp, unpredictable bandwidth spikes
- Scaling connectivity required advance planning or workarounds that increased operational risk
- Paying for peak capacity year-round was inefficient and constrained innovation

Solutions

- **Lumen® Network-as-a-Service:** On-demand, software-defined bandwidth scaling

Results

- On-demand scalability for matches, events, and seasonal peaks – without paying for peak capacity year-round
- Reduced operational and reputational risk on game day, when performance and visibility matter most
- Faster cloud migrations and media workflows without disrupting daily operations
- A future-ready foundation supporting digital, media, and data-driven initiatives



40%

Reduction in data migration time, without nights-and-weekends work or office downtime

Dynamic scalability

Across multiple facilities for match days, media events, and season peaks

Reduced risk

To game-day operational needs, improving confidence during live, high-visibility even

Challenge

Supporting live sports, media, and community impact with adaptable connectivity

Seattle Sounders FC's mission – to create moments, enrich lives, and unify and uplift communities through soccer – depends on technology working seamlessly behind the scenes. From live match operations and broadcast production to fan engagement, analytics, and community outreach, the organization operates in an environment where expectations are high, and downtime is not an option.

Historically, the Sounders relied on more traditional connectivity models, including static internet and point-to-point circuits. While effective for steady operations, these fixed-capacity networks struggled to keep pace with the realities of professional sports. Match days, player transactions, media production, and community events created sudden spikes in demand, while off-season operations required far less capacity.

These constraints introduced operational friction and risk. Teams were forced to plan work around technology limitations, schedule large transfers during nights or weekends, or accept bandwidth ceilings that slowed innovation. As the organization expanded across facilities and accelerated its use of cloud-based platforms, data analytics, and digital media, the need for a more flexible approach became clear.

Solution

A flexible, software-defined network built for live performance

Seattle Sounders FC partnered with Lumen to evolve its connectivity strategy – moving from static capacity to a Network-as-a-Service platform designed for live sports and media operations.

With a 10-gigabit NaaS port and multiple 1-gigabit ports deployed across key locations, the Sounders can flexibly scale bandwidth based on real-time needs. Match days, media events, cloud migrations, and seasonal peaks no longer require long lead times or permanent over-provisioning.

Solution Set

- [Lumen® Network-as-a-Service](#)

Equally important, NaaS puts control directly in the hands of the Sounders' technology team. Bandwidth adjustments can be made quickly through a self-service portal, allowing the organization to respond to unplanned events – such as player moves or media demands – without waiting on lengthy traditional provisioning times.

This evolution builds on a long-standing partnership with Lumen, one that has progressed alongside the organization's growth and changing requirements. Together, the teams designed a network foundation that adapts as the business changes, rather than constraining it.

Results and Future Plans

Reducing risk today while preparing for the future of sports operations

With Lumen Network-as-a-Service, Seattle Sounders FC operates with greater confidence during the moments that matter most. Game days, live broadcasts, and high-visibility events are supported by a network that can scale on demand, reducing both operational and reputational risk.

Cloud migrations that once required extended timelines and off-hours work were completed significantly faster by temporarily increasing bandwidth without taking offices offline. Media teams can capture, upload, and distribute content in near real time, supporting in-match storytelling, social engagement, and broadcast production. Performance and analytics teams rely on the network to ingest data from video, wearables, and cloud platforms that inform coaching and player development.

Financially, the Sounders benefit from adaptable connectivity aligned to how their business actually runs. Instead of paying for peak capacity year-round, they scale up when needed and scale back when demand subsides – gaining more bandwidth and flexibility without unnecessary cost.

Ultimately, this is a story of adaptability and trust. By partnering with Lumen, Seattle Sounders FC has built a future-ready, software-defined network foundation that supports unforgettable fan experiences today and positions the organization for the next evolution of professional sports, media, and digital engagement.