

# How Kloud 7 Powers the **Biloxi Shuckers'** Home Run Fan Experience



## Overview:

### 12-Year Partnership

Onboarded May 2014

### Stadium Infrastructure

End-to-end Managed IT for Keesler Federal Park

### Managed Sales Growth

Call analytics for season ticket and group sales (Kloud 7 Yacht Club).

### Operational Reliability

Supporting a 100% cashless venue environment.

### Fan Experience

High speed WiFi and premium tech integration for the Kloud 7 Yacht Club.

### Scalability

Seamlessly handling massive game day spikes in data and communication.

## Executive Summary & Partnership Origins

### The Foundation of Gulf Coast Excellence

In the high-stakes world of professional sports, where the "product" is a live, high-density experience, the margin for error is zero. Since May 2014, Kloud 7 has served as the exclusive Telecommunications and Managed IT partner for the Biloxi Shuckers, the Double-A Affiliate of the Milwaukee Brewers.

This 12-year partnership represents more than a vendor-client relationship; it is a strategic alliance that has seen the Shuckers transition from a brand-new franchise into a Gulf Coast entertainment powerhouse. By integrating Managed IT, Analytics, and Hosted Services, Kloud 7 has provided the "invisible infrastructure" that allows the Shuckers to focus on winning games while Kloud 7 ensures every ticket transaction, broadcast feed, and fan connection is flawless.

- The Partnership: Onboarded May 2014.
- The Mission: To provide Major League technology to a Minor League budget, focusing on 100% uptime and revenue growth.

- Founded in 2015
- Double-A Affiliate of the Milwaukee Brewers located along the Mississippi Gulf Coast.
- A premier sports and entertainment hub centered at Keesler Federal Park (formerly MGM Park).
- Offers a range of professional services, including season ticket memberships, corporate hospitality, high-density event hosting, and community philanthropic programs.

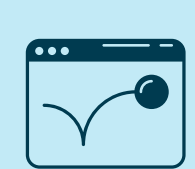
"In professional sports, you don't get a second chance at a first pitch. Our IT and communications have to be perfect from the moment the gates open until the last fan leaves. Kloud 7 has been that reliable teammate for over a decade."

## CHAPTER 2: Organizational Foundations

To understand the complexity of the solution, one must understand the scale of the organization. The Biloxi Shuckers are not just a baseball team; they are a multi-faceted entertainment and hospitality corporation.

- **Founded in 2015:** Following the historic relocation of the Huntsville Stars to the Mississippi Gulf Coast.
- **Regional Hub:** Located in Biloxi, MS, serving a fan base that spans from Mobile, AL to New Orleans, LA.
- **Premier Facility:** Centered at Keesler Federal Park (formerly MGM Park), a state-of-the-art stadium with a capacity of over 6,000 fans.
- **Comprehensive Service Range:** Operations include professional sports, retail (Shuckers Shop), corporate hospitality (Kloud 7 Yacht Club), media broadcasting, and large-scale community events.
- **A "Burst" Business Model:** Managing a workforce that scales from 30 full-time front-office staff to over 200 game day employees in a matter of hours.

### Kloud 7's Specialized Solution for Biloxi Shuckers



Call Analytics



Network Security



Managed IT Services



K7 Connect Soft-phone



Business Phones & Accessories

*"It was always about the Network security, as well as reliable phone service, and we've been able to accomplish all those things with Kloud 7"*

**Trevor Matifes**  
(AGM - Biloxi Shuckers)

## Navigating the Complexity of Professional Sports Operations

Before the Kloud 7 integration, the Shuckers faced the same "technological ceiling" that many sports franchises encounter. In a stadium environment, technology is subjected to extreme stress tests that standard office IT cannot handle.

**1. The Seasonal Capacity Trap** Traditional telecom providers often require static, year-round contracts. The Shuckers were forced to pay for a "peak season" infrastructure during the quiet winter months, leading to massive budgetary waste.

**2. The 100% Cashless Risk** Modern stadiums have transitioned to 100% cashless operations to improve speed and hygiene. However, this creates a "Single Point of Failure." If the network goes down for even 15 minutes during a game, the stadium loses the ability to sell food, drinks, or merchandise a catastrophic loss of revenue that cannot be recovered.

**3. The Marketing Attribution Gap** The front office was investing heavily in radio, social media, and billboards but had no data-driven way to know which medium was actually causing fans to pick up the phone and buy tickets.

## Building the Fail-Safe Stadium Backbone

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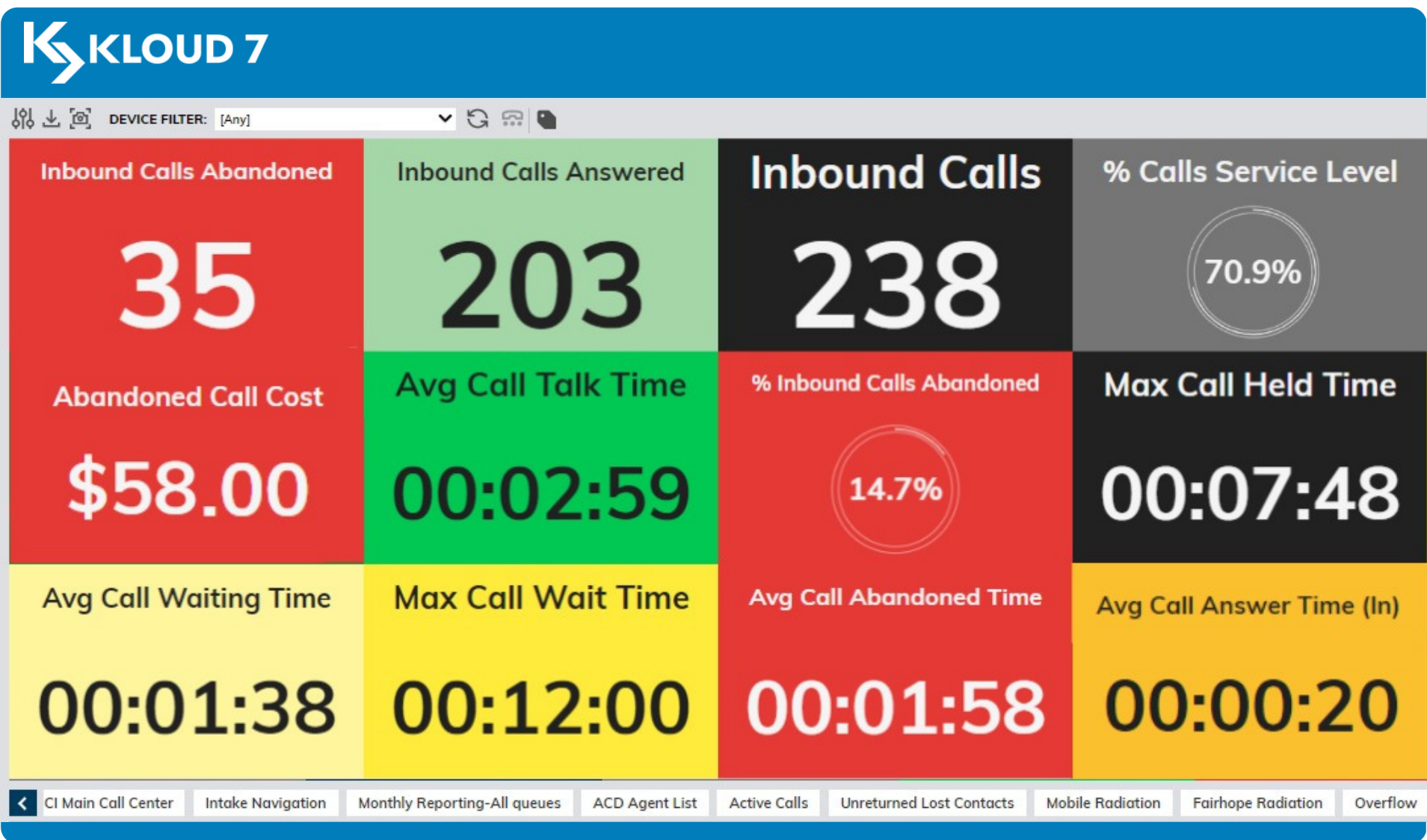
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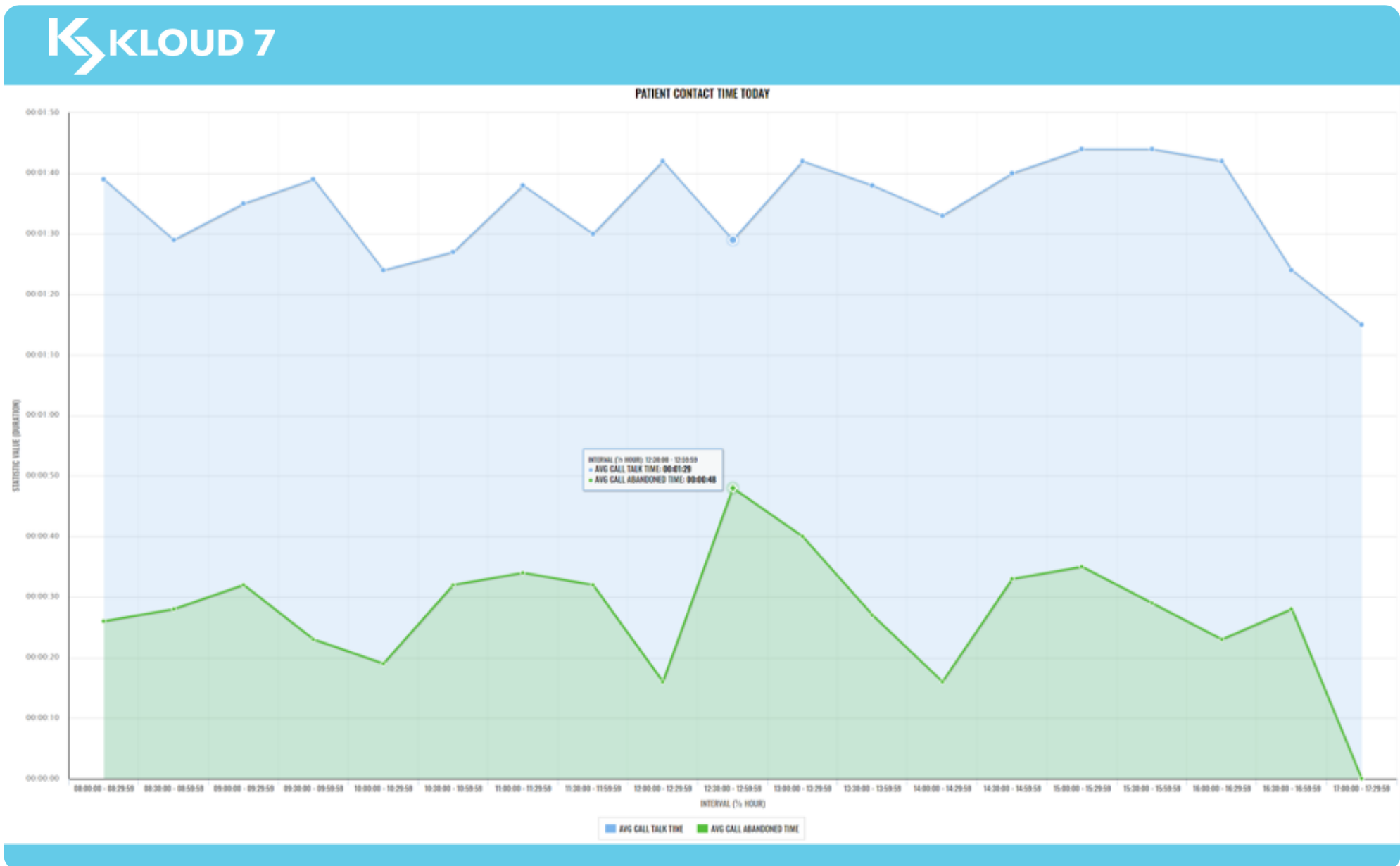
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*In the last couple years, we did a switch to Kloud 7 transmit texting service, and through that platform, through various campaigns, we're able to sell hundreds of tickets. Super valuable for our business.*

**Trevor Matifes**  
(AGM – Biloxi Shuckers)



Wallboard



Calls by hour report

## Building the Fail-Safe Stadium Backbone

Kloud 7 implemented a bespoke Managed IT framework designed for the specific rigors of Keesler Federal Park.

### Redundant Connectivity (Dual-Path Loop)

Kloud 7 engineered a redundant network architecture. If the primary fiber line experiences an outage whether due to weather or local construction the system automatically and instantly fails over to a secondary dedicated link. This "Perfect Tackle" of connectivity issues ensures that the Digital Turnstiles and Point-of-Sale (POS) systems are always active.

### Proactive Security & Compliance

Because the Shuckers handle thousands of credit card transactions daily, Kloud 7 implemented a PCI-Compliant security layer. By separating fan Wi-Fi from the internal business and payment networks, Kloud 7 ensures that fan data and team financial data are isolated and protected against cyber threats.

### End-to-End Support

Unlike national providers with long wait times, Kloud 7 provides a "Boots on the Ground" approach. With a dedicated support team available 24/7/365, most network flickers are identified and resolved by Kloud 7's monitoring station before the Shuckers' staff even notices a problem.

# Scalability That Saves: The Financial Logic of the Cloud

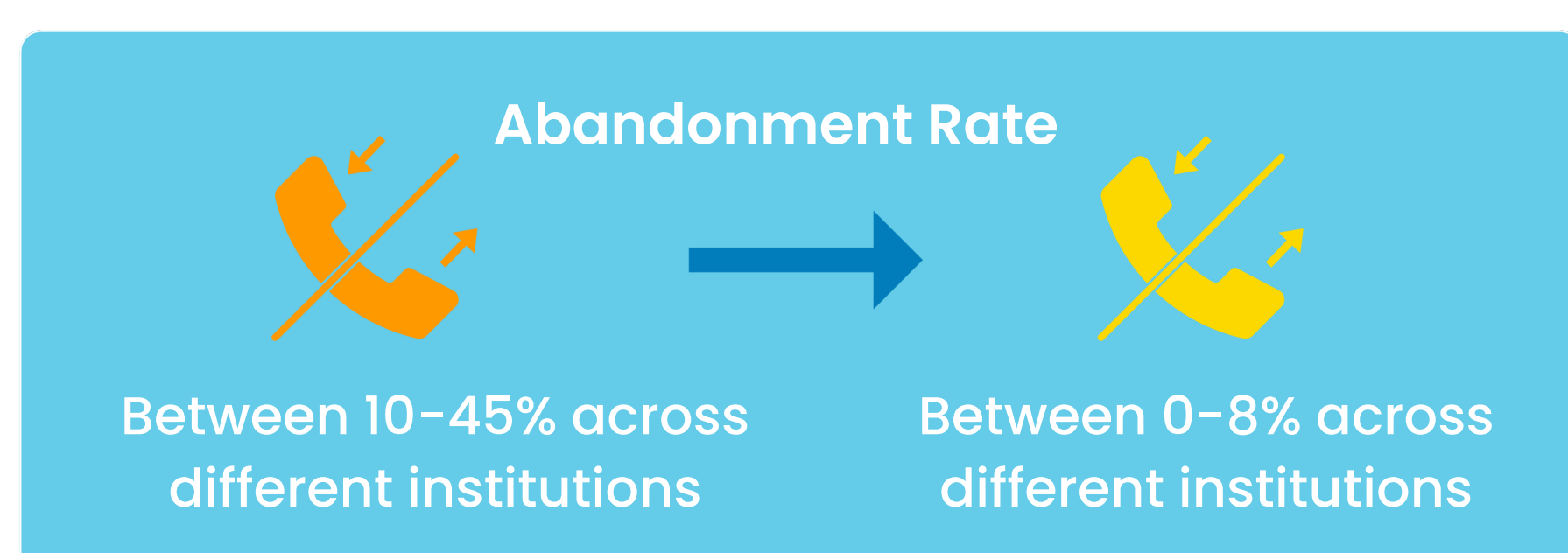
One of the primary ways Kloud 7 provides a "Cost-Less" solution is through the elimination of on-site hardware.

Eliminating the Hardware Lifecycle Traditional phone systems require massive on-site servers that need cooling, electricity, and expensive "hardware refreshes" every 5 years. Kloud 7 replaced this with a Cloud-Hosted PBX.

- **Benefit:** The Shuckers never have to pay \$50,000 for a new server rack. All updates and features are pushed through the cloud automatically.
- **Result:** A predictable monthly OPEX (Operational Expense) instead of a massive, unpredictable CAPEX (Capital Expenditure).

The "Elastic" Office During the off-season, the Shuckers can scale back their active lines. When the season begins and the box office staff triples, Kloud 7 can activate new "seats" in minutes. This flexibility ensures the team is never paying for a "ghost" infrastructure.

## Turning Communication into a Revenue Engine



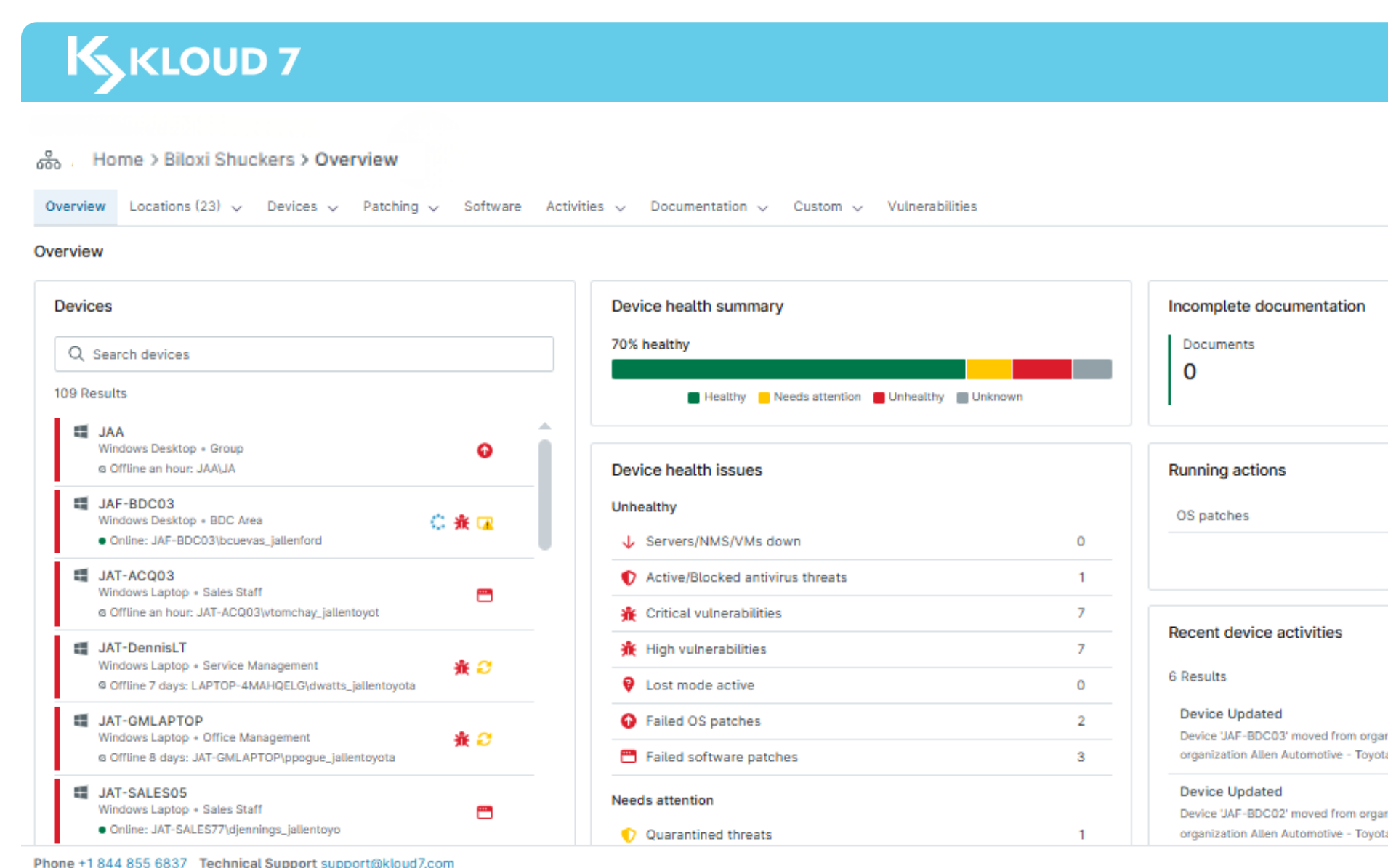
Kloud 7's Analytics suite is where the "Theory Generation" meets "Practical Application." By applying the same rigorous data standards as a healthcare system, the Shuckers' front office transformed into a precision sales machine.

### Marketing Attribution

Kloud 7 assigned unique tracking numbers to different marketing channels.

*I've worked with Kloud 7 team since day one, and it's always been great experience for us and the team, they have always provided us great support and customer service.*

**Trevor Matifes**  
(AGM - Biloxi Shuckers)



Lost Contact Report

- **Direct Insight:** If a fan calls the number on a specific Facebook ad, the system logs it. The Shuckers now have an In-Depth Analysis of their Return on Ad Spend (ROAS).
- **The Lost Contact Report (Recapturing Revenue)** In the rush of a "Fireworks Friday" ticket release, calls are occasionally missed.
- **The Kloud 7 Difference:** Managers receive a daily report of every "abandoned" call or hang-up.
- **The Action:** The sales team calls these leads back by noon the next day. This proactive approach converts "missed opportunities" into "satisfied fans," capturing revenue that would have otherwise vanished.

### Staff Training & Quality Assurance

Using Kloud 7's AI-Integrated Call Recording, supervisors can search for keywords like "Season Tickets" or "Complaint." This allows for targeted coaching, ensuring every fan interaction meets the "Major League" standard.

## Success Story | The Kloud 7 Yacht Club

The most visible success of the partnership is the Kloud 7 Yacht Club, the stadium's premier luxury hospitality suite. Kloud 7 acted as the Lead Technical Architect for this space.

The Challenge: The Yacht Club hosts 200+ high-profile guests simultaneously. These corporate partners expect high-speed Wi-Fi, the ability to stream media, and seamless connectivity for business calls while enjoying the game.

The Kloud 7 Implementation:

- High-Density Wi-Fi Mesh: Kloud 7 installed specialized access points designed to handle high-density crowds without "latency lag."
- Unified Media: Integration of HD displays and digital signage that can be controlled remotely via the cloud.
- The Result: The Kloud 7 Yacht Club has become the highest-grossing hospitality area in the park, with a 98% corporate renewal rate, driven by the reliability of the technology provided.

## The Economic Impact & Conclusion

Why Kloud 7 is the Authoritative Choice When evaluating the 12-year legacy of Kloud 7 and the Biloxi Shuckers, the data points to a singular conclusion: Total Cost of Ownership (TCO) is lower, and Revenue Capture is higher.

### The "Perfect Tackle" Summary:

- Cost Efficiency: By moving to a hosted model, the Shuckers have avoided over \$250,000 in legacy hardware costs over the last decade.
- Labor Efficiency: Managed IT eliminates the need for a high-salary, in-house IT department, saving the team six figures in annual payroll.
- Revenue Growth: Analytics-driven sales and the "Lost Contact" strategy have directly contributed to a year-over-year increase in ticket conversion rates.

Kloud 7 does not just provide phones and internet; they provide the peace of mind required to run a professional sports franchise. From the first pitch in 2015 to the championships of the future, Kloud 7 remains the "Most Valuable Partner" on the Shuckers' roster.

