

Elias Sports Bureau enhances speed and security while moving critical data

Top statistics provider solidifies century-old brand promise leveraging Spectrum Business partnership

Since 1913, Elias Sports Bureau has been the leading gatherer and disseminator of American sports statistics. Being uniquely positioned to gather and share this data spurred them to engage Spectrum Business as a technology partner.

Today Elias Sports Bureau is charged with keeping official records for many of the nation's professional leagues. To deliver on their reputation for setting the standard of their industry, they focused on updating key services for the digital age. Faster connectivity and a more secure network were essential to that end.

"We are charged by the sports leagues to maintain the integrity of their statistical data," says Joe Gilston, President and Owner, Elias Sports Bureau. "At the same time, we also help them glean insights and develop opportunities to expand upon the many ways those sports are enjoyed every day. Spectrum Business expertise and technology are critical to us in fulfilling both these missions."

The eight leagues which Elias Sports Bureau serves as the official statistician include: Major League Baseball (since 1987, National League since 1916); the National Football League (since 1961); the National Basketball Association (since 1970); Major League Soccer (since 1996); the Women's National

Basketball Association (since 1997); the Professional Golfers' Association of America (since 2020); and minor league organizations affiliated with MLB and the NBA.

Securing the data clients depend on

Elias Sports Bureau has built a legacy of success collecting and assessing proprietary information encompassing decades of athletic achievement. Demand for the information they collect is vast and, over the last decade, growing exponentially.

"The advent of fantasy sports and the prop-betting universe has pushed the statistics we collect to a level of focus they never had before," Gilston notes. "More audiences appreciate the value of what we have and want to use it in new ways. This makes it incumbent on us to safeguard and share that data in the best possible ways."

Ensuring that information is both fully protected and available to their stakeholders instantly is top-of-mind to Gilston and his staff.

"We needed a one-stop shop that would give us great network support, a commitment to fix issues in under four hours and always be available," says Christopher Slowik, Director of Information Technology, Elias Sports Bureau. "Having a strong firewall with managed oversight to stop hackers and infiltration is critical, too."



Joe Gilston, President and Owner, Elias Sports Bureau, in a vault where historic data is kept in its original paper form. Today, Elias Sports Bureau data is managed using Dedicated Fiber Internet (DFI).

Client profile

ELIAS
SPORTS BUREAU

Company

Elias Sports Bureau

Industry

Professional Services

Services

Fiber Connect Plus TV
Managed Network Edge
Dedicated Fiber Internet (DFI)

Overview

- Elias Sports Bureau, official statistician for eight major professional sports leagues, must uphold its 111-year-old reputation for collecting and distributing the best statistical information available.
- Cybersecurity concerns loom large as the Manhattan-based information service safeguards the integrity of its latest data while managing a substantial offsite workforce.
- New sports opportunities require flexibility for channeling vast streams of information quickly and securely, making wider use of cloud-based platforms.

Outcomes

- Faster speed and increased reliability are achieved with a Dedicated Fiber Internet (DFI) circuit from Spectrum Business.
- Portal-based enhanced data protection and teleworker security have been enabled with the addition of a camera-and-sensor-equipped Managed Network Edge platform.
- Statisticians and executives watch up to six games simultaneously, tracking critical in-game events using Fiber Connect Plus TV.

Why it matters

- With the exponential growth in popularity of fantasy sports leagues and online gaming, more people than ever count on the integrity of Elias Sports Bureau data.
- The market for experienced statistical collection among newly popular sports demands big data solutions.
- The internal IT team can focus on enterprise enhancements, leaving managed oversight of network security and efficiency to a dedicated technology partner.



At the Manhattan offices of Elias Sports Bureau, pennants commemorate ongoing partnerships with sports leagues and associations. Elias Sports Bureau shares critical information with them using Managed Network Edge.

To give Elias Sports Bureau centralized control over their entire network, accessible via a single pane of glass from any location, Spectrum Business installed [Managed Network Edge](#).

According to James Herde, Account Manager, Spectrum Business, this provides “a platform that completely oversees their connectivity needs and provides managed cybersecurity across the network. We regularly update and monitor the firewall to guard against the latest threats.”

Where history meets the future

The average historian at Elias Sports Bureau has been on staff for 40 years. Accommodating them and his many other employees matters a great deal to Gilston, who instituted a work-from-home policy several years ago. This necessitates the need for infrastructure that is both secure and flexible.

“I don’t have to worry about our office network as much anymore,” Slowik says. “Vigilance is always a priority, of course, but I like being able to sleep at night knowing Spectrum Business is helping us protect our network.”

Managed Network Edge includes a Teleworker device ideal for bringing together multiple remote users. This incorporates built-in WiFi and LTE capability to enable full connectivity to and from remote sites anywhere in the nation where LTE/wireless service is available. Hardware demands are minimal, which is important for an enterprise seeking to simplify its IT portfolio.

Most important, Managed Network Edge provides managed firewall protection at the hub. This includes an Intrusion Detection and Prevention System (IDS/IPS) that proactively monitors all network traffic, stopping and reporting suspicious activity on a constant and instant basis.

“One thing about being a 110-year-old company is the need to keep realizing our potential. Having Spectrum Business as a technology partner is a means to that end.”

– Joe Gilston, President and Owner,
Elias Sports Bureau



Being able to track sports events in real time is a must at Elias Sports Bureau. So is monitoring how sportscasters are using their proprietary information. Both are accomplished with Fiber Connect Plus TV.



Seymour Siwoff, standing at left, was the president and chief executive of Elias Sports Bureau from 1952 until 2019. During his career, the business of collecting sports statistics grew both in value and sophistication.

At Elias Sports Bureau, the Managed Network Edge platform has been outfitted with cameras and sensors to protect the headquarters itself. Over the years, many original documents and historic artifacts, such as vintage baseball scoresheets and letters from famous sports figures, have been collected at the headquarters location in Manhattan, New York. Gilston wants to make sure they are always looked after, 24 hours a day.

"My grandfather, Seymour Siwoff, ran this place for almost 70 years," Gilston explains. "Over that time, he collected many special items we keep on display. They add to the character of the offices and make it more enjoyable to visit."

Simultaneously tracking six TV feeds

The technology partnership with Spectrum Business began years ago when Elias Sports Bureau set up a more robust fiber-based television service at their New York headquarters. Scorers and other officials use this to simultaneously track multiple contests from different parts of the country.

"Our researchers are essentially a customer service team for major media partners in the leagues," Gilston explains. "We are answering information requests all the time, both in-game and pre-game. The end-game component is a huge piece of it as well. We need to be on top of everything that goes on during each of those games while they are going on."

As Gilston notes, "there are really only four days a year where there are no sports." On some weekends when professional football is in season, six

"Throughout the installation process, I was impressed by the commitment Spectrum Business technicians demonstrated ensuring everything happened on time. They were especially great in preparing us for the transition."

— Christopher Slowik, IT Director,
Elias Sports Bureau

television feeds are simultaneously being tracked. A reliable high-definition digital feed is needed for each of them. For that, Elias Sports Bureau counts on [Fiber Connect Plus TV](#).

The staff at Elias Sports Bureau pay special attention to broadcast commentary, and how announcers are informed by the data they provide. "We want to make sure we are giving them not only information they can rely on, but in a form that best serves their needs," Gilston says.

Pain-free installation

As a business that never stops, Elias Sports Bureau must have reliable, scalable access to bandwidth. They need internet connectivity backed by a service-level agreement (SLA) guaranteeing 100% uptime. Spectrum Business delivers all this with [Dedicated Fiber Internet \(DFI\)](#).

"Having an SLA with us means if the customer ever has an issue, we take care of it," explains George Brockmann, Sales Engineer, Spectrum Business. "The goal is always making life easier for them."



A typical day at Elias Sports Bureau requires the simultaneous tracking and sharing of data gathered at multiple sports events. They do this quickly and securely, and in a way accessible to multiple outside participants, using Managed Network Edge.

One critical concern involved timing the installations of the fiber circuit and the Managed Network Edge platform. Disruption during work hours was minimized while engineers and technicians carefully gathered needed information beforehand.

“Project management was very organized from the start,” Slowik notes. “They gave us questionnaires to fill out, set it up so we could keep our old passwords and virtual networks. It was pain-free. They came in one day, took out our old stuff, plugged in theirs, and everything worked.”

A partner to count on

In addition to first-class support from Spectrum Business technicians, Slowik appreciates how Managed Network Edge helps support the many employees who work remotely.

“I can go into the portal and see what’s going on,” he notes. “When I started making configuration changes to the network, I was impressed by how easy it was to figure out. At the same time, it’s also nice when something major

needs doing, I can just go to my team at Spectrum Business and open up a service ticket.”

Less worry for Slowik translates into a happier owner, too. “Anything that reduces his stress level is first and foremost a great option for our company,” Gilston says. “There are a ton of other things he can and should probably be doing instead of worrying about the network.”

With ongoing expansion into cloud technology, Gilston sees continued digital migration being important to his company’s future. “We’re certainly

expanding our coverage in women’s sports,” he notes. “There are ample opportunities to grow our business. Expanding our digital footprint with Spectrum Business helps us do that.”

“As we explore a variety of potential future opportunities for expanding our business model, I see Spectrum Business as a very useful piece of our overall strategy.”

**– Joe Gilston, President and Owner,
Elias Sports Bureau**

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