

In an extraordinary era, MLB delights fans thanks to Citrix

Managing the technology infrastructure of a complex major sports system isn't easy. Add navigating a pandemic, enabling secure hybrid work, removing IT complexity, and driving innovation and you've got a difficult task. Despite all of it, MLB hit a home run.

For more than 115 years, Major League Baseball® (MLB®), has kept Americans enthralled and entertained during the best of times and the worst of times. Even with a global pandemic still ravaging the world, MLB has used digital technology to delight its fan base by delivering games and other services that they can consume remotely. Citrix allows MLB to securely enable employees to be productive and innovative in hybrid work environments that can include on-site office locations or remote work scenarios.

Citrix and MLB

In a multi-year, multi-dimensional partnership, MLB and Citrix are evolving how fans enjoy the sport in an increasingly mobile and remote world. Citrix is an Innovation Partner of MLB, with Citrix digital workspace solutions taking center stage so employees can connect and engage with sports – and be part of shaping the future of baseball. The goal is to be highly agile in a world that is ever-changing.

“Much like players on the field, our internal teams need agility and innovative tools that allow them to quickly and easily access the resources they need to perform at their best,” says Chris Marinak, MLB Chief Operations & Strategy Officer. “Using Citrix, we can enable our employees to maximize productivity and performance from wherever they are.”

MLB leverages [Citrix Virtual Apps and Desktops service](#), [Citrix ADC](#), and [Citrix Consulting and Support Services](#). Employees will have secure unified access to everything they need to get work done, from anywhere – at home, from a ballpark, in the office, or on the road.



Industry
Sports

Location
USA

Citrix products

- [Citrix Virtual Apps and Desktops](#)
- [Citrix ADC](#)
- [Citrix Consulting and Services](#)

Key Benefits

- Citrix Virtual Apps and Desktops service securely delivers access to users' apps and data regardless of time, network, device, or work location
- Citrix ADC securely provides the best app experience to users with the visibility and simplicity of a single code base
- Citrix Consulting and Services (CCS) helps IT teams plan, build, rollout, manage, and optimize their environment for success

What Citrix Virtual Apps and Desktops does for MLB

Citrix Virtual Apps and Desktops service is a mainstay for the IT group at MLB, and some members of its stats and analytics department. It allows these teams to work quickly and seamlessly in hybrid work styles regardless of device, location, or network. With digital technology, these professionals are able to preserve and deliver the best elements of the game.

Each of the 30 MLB clubs has access to certain MLB specific applications. The Citrix Virtual Apps and Desktops service provides these users with secure access to a hybrid deployment with Virtual Desktop Infrastructure (VDI) workloads running on Google Cloud Platform (GCP) and application access running out of the datacenter.

With an increasingly dispersed and hybrid workforce, teams need to adapt to changing business needs fast. Citrix Virtual Apps and Desktops service gives MLB the freedom to leverage Citrix infrastructure in the cloud. It frees IT from the mundane tasks of managing servers, patching environments, and monitoring hardware. And by incorporating desktop as a service (DaaS) resources into the deployment, IT gains the agility to quickly roll out cloud capacity any time the need arises – without having to invest in additional infrastructure. It means the freedom to adapt with ease, and more time to focus on high-value initiatives.

At every game or event, Stringers and BOSS operators are capturing data such as complete pitch-by-pitch, play-by-play, and player substitutions and delivering that data to a variety of platforms and partners including consumer apps, websites, broadcasts, ballpark scoreboards, sports betting platforms, and more. [Citrix Workspace](#) and VDI technology allows these individuals to focus on performing their tasks without worrying about other concerns such as interface reliability, stability, or security.

For IT, Citrix provides different deployment options to adapt Citrix Virtual Apps and Desktops service to match current needs – whether it means keeping critical business apps on premises or leveraging multiple cloud platforms. Citrix Virtual Apps and Desktops service makes it easy to create the hybrid-cloud environment needed by allowing MLB to seamlessly incorporate DaaS workloads.

Citrix ADC and MLB

Citrix ADC allows the MLB IT team to move to virtual-based appliances. This will enable the team not only to replace F5 appliances, but also to consolidate the physical datacenter presence.

Citrix ADC enables IT teams to move from on-premises deployments to the cloud, consistently and securely. Citrix ADC is the most comprehensive application delivery and load balancing solution for monolithic and microservices-based applications on the market today. IT can deliver a better user experience on any device – anywhere.

Citrix Consulting and Support Services rounds out Citrix offerings at MLB

Citrix Consulting and Support Services helped MLB successfully design and deploy the entire Citrix environment.

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Chris Marinak, Chief Operations & Strategy Officer, Major League Baseball

With priority support for both Citrix Virtual Apps and Desktops – a component of Citrix Workspace – and networking, Citrix continuously monitors the MLB environment and proactively approaches any support issues.

In one support case, Citrix support and a TAM (Technical Account Manager) assisted with a configuration change to the cloud environment that simplified its Stringers' (end user) experience when trying to log into Citrix Cloud and connect to its VDI utilizing the HTML Workspace App. With the change, the Stringers were able to connect successfully to the VDI without installing any additional software.

Workspace and Networking Group EDU Training provides Major League Baseball the education it needs to maximize the Citrix environment.

About Major League Baseball

MLB is a complex American professional baseball organization. It is the most historic of the major professional sports leagues in North America, comprised of two merged leagues, the National League™ (NL) and the American League™ (AL) – now a single organization. Factor in 30 clubs, each playing 162 games in a typical season in advance of a four-round Postseason™ tournament that culminates in the World Series™. Add three national television partners: FOX with 2.4 million viewers, ESPN with 1.6 million viewers, TBS, and the MLB Network. MLB also is represented across three main social media platforms (Instagram, Twitter, and Facebook), and MLB.com has 23.6 million followers. Managing all the moving parts requires the right technology partners.

To coordinate all of the customer engagement channels and the business needs behind the scenes, a host of Citrix technologies securely enables employees to be more productive and engaged. What's more, with Citrix, the team can drive collaboration, innovation, and performance, on and off the diamond. MLB uses a combination of products from Citrix in its arsenal of technology tools.

"I love baseball and to me it really comes down to a battle between the pitcher and the batter...to me that is a great drama. And then you have the stats you know...to be able to have all the real-time stats right in front of you is great. That really adds a lot to that classic showdown," explains Noah Garden, Chief Revenue Officer, MLB.

"And the technology, it just keeps getting better and better."

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