

CASE STUDY



The Customer

TD Garden: a year-round, 19,600-seat arena, home of the NHL's Boston Bruins and NBA's Boston Celtics.

The Challenge

Secure the employee entrance day and night, and grant the right individuals access to the venue.

The Solution

Aeroturn's unique X-Wing turnstile solutions that integrated seamlessly with their proximity card readers and offered competitive pricing, quick lead time and 5-year zero-maintenance warranty.

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TD Garden Gets a Security Upgrade; Aeroturn Brings Their "A" Game To Help Protect Employees & Staff Members With Its Unique Turnstile Solutions.

As New England's largest sports and entertainment arena, TD Garden is the home of the storied NHL's Boston Bruins and NBA's Boston Celtics franchises and hosts over 3.5 million people a year at its world-renowned concerts, sporting events, family shows, wrestling, and ice shows. Since its opening in 1995, TD Garden has hosted over 200 events a year. In 2014, owner and operator Delaware North invested over \$70 million for a comprehensive arena-wide renovation to upgrade the fan experience including redesigned concourses, new concession offerings and upgraded technology. As part of the upgrade, the venue was looking to revamp its access control and security efforts which would create a safer environment for all.

With a maximum capacity of 19,580 people, the safety and security of their guests jumped to the top of the list and there was only one company out there that could be entrusted to deploy a cutting-edge perimeter protection solution. And that company just happened to be a player that could customize a unique turnstile solution and bring its industry leading expertise to the game.

The Challenge

TD Garden wanted to ensure that their employees, special guests, contractors and media members were screened properly at their private entrance and then allowed access to the venue through a perimeter protection system. As the arena continued to renovate its

facility, they needed a better way to secure the employee entrance day and night and grant the right individuals access to the venue.

TD Garden had old turnstiles in place at the access points that employees and media personnel used to enter the stadium. The existing turnstiles did not fit in with the newly updated facilities and stuck out like a sore thumb. TD Garden wanted to deploy a turnstile that was aesthetically pleasing to the eye and also functional and secure at the same time. This was a huge challenge for the stadium, as finding a vendor that offered this type of a solution was not an easy task. Another big issue was to find a turnstile manufacturer that was flexible and could work through daily issues and changes due to the on-site construction taking place. They needed someone who could design on the fly and work with both scheduling and logistical conflicts. In addition, they were looking for a vendor who could meet the strict requirements of the NHL and NBA for secure perimeters.

To help find the right turnstile vendor, TD Garden hired a security consultant, Advanced Data Risk Management (ADRM) LLC in addition to bringing in Jones Architecture, a service-oriented architectural practice with a broad portfolio of services to help design the right turnstile solution. With a strong belief in the power of collaboration across disciplines to help with programming, planning, design, construction administration and associated project management; TD Garden was in good hands. Jones Architecture specializes in being involved in every aspect of shaping the physical environment and was the perfect match for the project. Due to their long track record of success, they became a nimble design partner for TD Garden and helped shaped the renovation project. In order to find the best turnstile manufacturer in the industry for the job, an RFP



process took place. During the RFP process, there was a review of 5 different turnstile manufacturers and only one was able to play ball and deliver the right turnstile solution. "We quantitatively evaluated five turnstile models based on 15 criteria with durability, high security and warranty being heavily weighted. Aeroturn scored the highest, won the project and installed the turnstiles in a professional manner staying on time and on budget," states Dan O'Neill, President of ADRM.

The Solution

Based on their sterling track record of success, Aeroturn was selected by TD Garden to help secure the facility and implement a new turnstile solution at the back of house entrance for employees, contractors and media personnel. Aeroturn was chosen primarily for its ability to provide a solid barrier at the 65" height that provided barrier security to the TD Garden security team. Aeroturn also provided a transparency that allowed the space to feel open and offer visibility for people that needed to find their way by viewing signage. "We appreciated the attention to detail and industry knowledge Aeroturn brought to

the table during the design phase, as well as their flexibility and willingness to work through issues & changes on-site during construction," states Daniel Ollila, Project Manager at Jones Architecture.

After looking around at various turnstile companies, Aeroturn's X-Wing turnstile was selected by TD Garden as the best choice based on the sleekness of the X-Wing model that integrated seamlessly with their proximity card reader, competitive pricing, quick lead time, and 5-year zero-maintenance warranty. With a variety of staff members needing private access to the stadium, it was important to TD Garden to find a turnstile solution that was reliable and could be customized with a timed delay to accommodate media people that were wheeling in luggage. All TD Garden employees use an HID card to enter the premises, while contractors receive visitor passes with photo ID and a bar code. The media is given a separate set of credentials with a QR code used for entry. A total of five (5) Aeroturn turnstiles were installed at the stadium with 3 at the media entrance and 2 at the employee entrance. TD Garden wanted a solution that was aesthetically

pleasant, but also functional and reliable.

With a top tier engineering team, 100% made in USA turnstiles, and a 10-million passage guarantee; TD Garden knew they made the right choice with Aeroturn. "Our stadium has approximately 3000 passages a day by vendors and employees, and we knew that Aeroturn was the only turnstile vendor that we could rely on to implement a secure, reliable barrier of protection," states Andrew MacFadyen, Director of Operations at TD Garden. "We were extremely impressed with the flexibility and short lead times that Aeroturn worked within during the

deployment and look forward to a long-term relationship moving forward." Aeroturn brought a level of comfort and safety to the stadium by knowing that the facility is secured properly.

TD Garden Scores Big Time With Aeroturn On Their Team

Future plans at TD Garden include improving their game by upgrading the turnstiles at the main entrance way and possibly integrating with Ticketmaster for any easier ticket scanning process. During the stadium renovation in 2017, Aeroturn went the extra mile and built a template and AeroDuct system to en-

sure that the stadium had the right spacing and dimensions allotted for the customized electrical pathways. TD Garden plans on deploying additional Aeroturn turnstiles in the main entrance way down the road and knows that they can rely on Aeroturn to bring their "A" game once again. Aeroturn, ADRM LLC, Jones Architecture, & TD Garden collaborated together to ensure a successful deployment and will continue to work together on future renovations. With the right team in place, TD Garden can keep the score high when it comes to security.

THIS CENTURY'S TURNSTILES! Zero-Maintenance Mechanics in Site-Specific Cabinets

Since 2003, Aeroturn has delivered quality turnstile solutions that can't be replicated by any other manufacturer. The company designs, manufactures, tests, delivers, and installs the world's most reliable turnstiles in the industry.

Some unique differentiators that make Aeroturn stand out from the rest include:

- Top Tier Engineering Team
- 100% Secure & Reliable Turnstile Solutions
- 100% made in USA Turnstiles
- 10 Million Passages Guaranteed
- 5-year Zero-Maintenance Warranty
- Factory Direct Delivery & Installation
- 20-Year Expected Service Life
- On-site Training & Demonstrations Available

Call us today at **203-262-8309** to learn more about our unique security solutions.



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