

Delivering 10Gbps Ethernet for Dunedin IT to support Scottish Premiership football

Helping Dunedin IT upgrade connectivity at Hibernian FC's Easter Road stadium to support evolving matchday operations

Top-flight football clubs today depend on connectivity. From digital ticketing and security systems to media, partner and fan engagement services, clubs increasingly rely on networks where downtime isn't an option.

Dunedin IT, a leading Scotland-based managed service provider (MSP), provides IT support, AI and cyber security services to SMEs and public sector organisations nationwide. Since 2022, it has provided core IT services to Edinburgh-based Hibernian FC ("Hibs"), one of Scotland's top football clubs. So when Hibs looked for an MSP to transform connectivity at their Easter Road stadium, Dunedin IT was an obvious choice.

To meet the evolving demands of Hibs and the wider sports sector, Dunedin IT needed a partner it could trust to deliver resilient connectivity to customer sites in Scotland and beyond. Neos Networks stepped in to help.

The challenge

Dunedin IT needed to radically upgrade connectivity at Easter Road to support Hibs' evolving digital strategy.

In recent years, the club has digitised ticketing and expanded digital fan engagement through its mobile app. As more matchday services moved online, reliable connectivity became increasingly important.

Fan connectivity was a particular challenge. "Trying to get a decent 4G signal in a 20,000-seat stadium when there's a match on is almost impossible," said Rory McEwan, IT Director at Dunedin IT. So the club needed the fundamental infrastructure to be able to deliver WiFi throughout the stadium.

At the same time, Hibs wanted to support security and partner services, including businesses operating in and around the stadium. To underpin these vital services, the club needed a fibre network it could trust, with:

- Always-on, high capacity, low latency connectivity
- Nationwide reach to support services across the UK

The solution

Neos Networks delivered a 10Gbps fibre Ethernet service directly to Easter Road, alongside a 1Gbps fibre Ethernet circuit using an alternative network. Why Neos Ethernet?

Neos' UK-wide, B2B-only fibre network, built to support UK Critical National Infrastructure, was a key factor.

"Neos Networks' presence in Scotland, UK-wide reach and the stability of their network were important," McEwan said. "But it was also a mix of cost, great support and how easy it is to do business with Neos."

As for support, Neos' 24/7 network monitoring and technical support were vital factors. "Every time we've asked for service support, the feedback has been great," said McEwan.

Finally, Neos' access to multiple third-party providers gave Dunedin IT more than just choice and reach. "We actually now get the best of both worlds: competitive commercials for a third-party network but without the pain of dealing with them directly," McEwan said.

The outcome

The 10Gbps Ethernet service is now live at Easter Road, providing a solid foundation for the stadium's fan Wi-Fi rollout, ticketing, security and partner services.

The impact has been immediate for Hibernian FC. The club gets a resilient network to underpin critical matchday operations, fans can enjoy better online experiences, and businesses connected to the stadium have connectivity they can count on.

For Dunedin IT, the upgrade provides the high-performance infrastructure needed to support the club's growing digital strategy, with access to scalable, high capacity connectivity across the UK.

Together, Dunedin IT and Neos Networks plan to extend their partnership with deployments in Scotland and beyond, helping organisations build the resilient digital infrastructure they need to grow.

"In Neos Networks, we have a partner that not only delivers robust, high capacity network solutions, but also real support and collaboration, helping us deliver for our customers. Our collaboration is built on open communication, 24/7 support and shared technical expertise. This approach means we can rely on Neos to deliver a network that consistently meets the high standards our customers expect."

Rory McEwan, IT Director, Dunedin IT





Your success story

Are you ready to supercharge your connectivity for the future?

Get in touch. We'll be happy to make connectivity work for your organisation.



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About us

Neos Networks has the UK's largest business-dedicated network. With over 600 points of presence and 90 data centres nationwide, Neos provides high capacity critical connectivity for businesses, from telecoms and energy to banking and emergency services.

Agile and customer-focused with almost limitless scale, Neos enables emerging technologies like AI, 5G and IoT, making connectivity work for Britain.