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## 2007 InfoWorld 100 Awards

This year's recipients of InfoWorld's highest honor are shining examples of IT projects undertaken by tech leaders committed to pushing their organizations forward

By Jason Snyder November 12, 2007 [Talkback](#) [E-mail](#) [Printer Friendly](#) [Reprints](#) [Text Size](#) **A**

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### RETAIL / MEDIA / SPORTS

**Atlanta Falcons** [www.atlantafalcons.com](http://www.atlantafalcons.com)  
**Socially Immersive Next-Generation Fan Site**  
*Project Lead:* Dan Levak, Director of New Media  
*Project Description:* The AtlantaFalcons.com initiative was launched to provide Atlanta Falcons fans with an enriched Web experience. The project tapped Web 2.0 technologies to deliver multimedia content and social-networking capabilities to the Falcon fan base. Teaming up with Digitaria, the Falcons leveraged Sitecore's Web CMS with Castfire, to manage and distribute rich media assets, and The Port Network, to weave social computing into the site.

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**Cox Enterprises** [www.coxenterprises.com](http://www.coxenterprises.com)  
**Project Orion - Business Intelligence Application**  
*Project Lead:* Spencer Taft, Manager  
*Project Description:* Project Orion automatically collects, standardizes, and stores bookings data from 80 radio stations in 17 markets. In addition to providing a central repository, the application enables executives to monitor and forecast performance of individual markets using a real-time dashboard and automated PDF reports.

**Dolphin Stadium** [www.dolphinstadium.com](http://www.dolphinstadium.com)  
**POS and Mesh Network for Stadium Services**  
*Project Lead:* Tery Howard, Vice President, Information Technology  
*Project Description:* Home to the Florida Marlins, the Miami Dolphins, the FedEx Orange Bowl, the University of Miami football team in 2008, and the Super Bowl in 2010, Dolphin Stadium recently installed the world's largest wireless POS (point-of-sale) system under one roof and mobile broadband mesh network to increase the efficiency of its food vendor operations. The mesh network comprises 29 nodes from BelAir Networks, providing data, voice, and video services to more than 700 POS terminals, dozens of reporters, and hundreds of handset users.

**Las Vegas Review-Journal** [www.reviewjournal.com](http://www.reviewjournal.com)  
**WAN Upgrade for VoIP and NAC**  
*Project Lead:* Steven Olson, Infrastructure Manager  
*Project Description:* In preparation for companywide VoIP, LVRJ's IT department upgraded the company's WAN with a new MPLS network from AT&T, trialed Mitel VoIP handsets at five sites in Hawaii, replaced its network core with two redundantly configured 10Gbps-capable Foundry devices, and installed several ConSentry LANShield Switches to provide VoIP application protection and user-based access control. The project's ultimate goal is to deliver Gigabit Ethernet and Power over Ethernet to every desktop with a switch infrastructure that provides IT with tighter access controls over users.

**Shopzilla** [www.shopzilla.com](http://www.shopzilla.com)  
**Datacenter Consolidation**  
*Project Lead:* Burzin Engineer, Vice President of Technology  
*Project Description:* To enhance the shopping experience of more than 20 million unique visitors per month and ensure system availability throughout peak holiday shopping times, Shopzilla revamped its infrastructure to alleviate cache overloads. Implementing a solid-state disk SAN from Texas Memory Systems and 22 OnStor Bobcat NAS gateways to front two datacenters, the company consolidated its back-end architecture into a unified system capable of quick horizontal scaling.

**Smart & Final** [www.smartandfinal.com](http://www.smartandfinal.com)  
**BAM for Real-Time Retail Operational Visibility**  
*Project Lead:* Anna Papp, Portal, Integration and Reporting Project Manager  
*Project Description:* To decrease supply-chain downtime and provide real-time operational visibility, the retailer launched an Enterprise Monitoring, Visualization, and Management initiative. Leveraging SL Corporation's Enterprise RTView, the solution monitors 17 databases (both Oracle and SQL Server), four applications, 18 production and 11 test servers, and more than 50 active process areas.

Jason Snyder is senior editor at InfoWorld.

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