

PROUD PARTNER OF THE ATLANTA HAWKS AND STATE FARM ARENA

ManageEngine



**The Atlanta Hawks deliver
seamless game day
technology and elevated
fan experiences with
ManageEngine's unified solutions**



Key highlights



Key challenges

Managing a complex IT infrastructure while ensuring systems remain secure, reliable, and game ready for every high-stakes event.



Key results

A unified IT ecosystem that delivers greater efficiency, stronger security, and a seamless fan experience.



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Our job is to make sure the technology works so well that fans don't even think about it. They just experience the game.

”

- **Jon Santee**

Vice President of IT,
Atlanta Hawks and State Farm Arena

About the Atlanta Hawks and State Farm Arena

The Atlanta Hawks are a professional basketball team with a rich history and a passionate fan base. Known for their fast-paced style and commitment to excellence and innovation, the Hawks deliver excitement on and off the court. Behind every fast break, scoreboard update, and memorable event at State Farm Arena is a team the fans rarely see but always feel.

Behind the scenes, the IT team keeps the organization running like clockwork. Jon Santee, Vice President of IT, and Jo-El Rowell, Technical Help Desk Manager, are part of a team managing all aspects of IT, including network infrastructure, endpoints, and digital systems across multiple facilities. Their work touches every corner, ensuring that players, staff, and fans can focus on the game while technology hums quietly in the background.

17,044

**State Farm Arena capacity
during Hawks' home games**

1,000+

Endpoints

3

Facilities

0

Downtime tolerance

ManageEngine

Game-changing results, on and off the court

Email-based ticketing replaced with automated workflows



95% of requests closed monthly

Hundreds of endpoints patched automatically



100% patch compliance

Real-time visibility into accounts



Audit time reduced to minutes

Automated alerts and monitoring



Live outages detected

Integrations within products



Visibility into IT infrastructure and operations

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Everything that happens within a sports or entertainment venue is now driven by technology. There's nothing that goes on here that does not have some technological backbone to it.

- **Jon Santee**

Vice President of IT,
Atlanta Hawks and State Farm Arena

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Enhancing the fan experience

In the heart of downtown Atlanta, State Farm Arena is more than a premier sports and live entertainment venue. It's a high-stakes digital environment connecting thousands of fans, vendors, and teams every night.

"Technology plays a part in everything that we look to do," Santee said. **"We understand that it is a fan expectation to have a really great technology experience, and we need to make sure that our employees are able to do what they need to do with their technology features, programs, and applications to ensure that their work is done efficiently."**

Behind the scenes, the IT team works to keep every system—from ticket scanners to scoreboards—running smoothly in a live environment where downtime isn't an option.

"On game nights, every second counts," Rowell explained. **"If the network goes down, fans can't upload images, live stats freeze, and broadcasts may suffer. We need to see and solve issues before they reach the fans."**

To deliver a truly seamless experience, the Hawks needed solutions that provided complete visibility across its infrastructure, integrated seamlessly across platforms, and leveraged automation to optimize performance and reduce risk. By implementing a suite of ManageEngine solutions, they did just that, creating a technology operation that supports operations in high-pressure scenarios while enhancing the fan experience at every turn.



The ManageEngine journey that built a winning IT playbook

Enhacing network operations at State Farm Arena wasn't just about replacing tools, it was about reimagining how its digital ecosystem works together. The journey began with visibility. **ADAudit Plus** gave the IT team a clear view of every login, privilege update, and directory change. **"With ADAudit Plus, we can instantly see who made a change, when, and from where,"** Santee said. This clarity strengthened security, simplified compliance, and gave the team confidence that nothing could slip through the cracks.

Next, the Hawks streamlined workflows with ServiceDesk Plus. Help desk requests are centralized, routed automatically, and tracked in a structured process.



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We went from an email-driven process to automated measured workflows.

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- **Jo-El Rowell**

Technical Help Desk Manager,
Atlanta Hawks and State Farm Arena

Then came control for the devices that keep the arena humming—from ticketing stations to security terminals. **Endpoint Central** has brought automation and oversight to virtually all endpoints. Patching, BitLocker key management, and remote troubleshooting are all handled centrally. This means faster updates, fewer vulnerabilities, and a more resilient device fleet.

Finally, **OpManager** gave the team real-time visibility into one of the organization's most critical assets: the network. Monitoring key connections and performance metrics around the clock, it ensures that potential issues are detected immediately, giving the team the insights they need to prevent disruptions before they occur.

Together, these tools form a unified, automated playbook they can rely on to boost uptime, strengthen security, and simplify compliance.

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With Endpoint Central and the full visibility that we have into our patch deployment, we are now able to say that we can completely patch our entire ecosystem to a 100% compliance level.

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- **Jon Santee**

Vice president of IT,
Atlanta Hawks and State Farm Arena

Integrated IT in action: How the Hawks deliver seamless game day tech

On game day, the IT team's work begins early. Hours before tip-off, the team runs network checks, uplink tests, and device readiness reports to ensure flawless connectivity. If the connection falters, it shows instantly on OpManager's live dashboard, and ServiceDesk Plus automatically opens a ticket for immediate response.

Every alert, escalation, and resolution flows through a unified system, giving the team real-time insights to prevent issues before they impact the fans.



The Hawks' ManageEngine playbook runs like clockwork:

ADAudit Plus

ADAudit Plus keeps the organization compliant with league security standards, automatically logging changes and generating audit-ready reports.

ServiceDesk Plus

ServiceDesk Plus serves as the IT command center, turning communication into accountability and performance metrics.

Endpoint Central

Endpoint Central ensures devices stay secure, updated, and accessible.

OpManager

OpManager provides a panoramic view of each connection and broadcast feed.

From court-side to the cloud, these tools operate in harmony, sharing data and automation across the environment. Alerts from OpManager automatically create tickers in ServiceDesk Plus, Endpoint Central feeds live device insights into the help desk, and ADAudit Plus constantly updates automated audit reports, turning manual effort into instant action.

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By bringing in the ManageEngine suite of products, they all natively speak to each other. The data is there and it is available from one product to the next. The assets that we have in Endpoint Central are visible in ServiceDesk Plus, incidents that we have in ServiceDesk Plus are fed from things that we see happening within the OpManager environment or ADAudit Plus.

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- **Jon Santee**

Vice president of IT,
Atlanta Hawks and State Farm Arena

These integrated solutions provide the Hawks with a foundation for innovation, resilience, and high-performance operations in a high-stakes venue. Achieving this level of operational excellence wasn't just about the technology; it required collaboration, guidance, and a partner invested in the journey. That partnership would prove just as critical as the tools themselves.

A true technology partnership

The relationship between ManageEngine and the Hawks is a true technology partnership. By collaborating closely with ManageEngine, the team didn't just gain software but a trusted ally in digital transformation and infrastructure maturity.

"A partner is somebody who isn't just selling you a product or putting a widget in place. They are someone who wants to know about your journey and wants to be a part of it. ManageEngine has been there as a partner. They've been a part of that journey," Santee shared.

With ManageEngine, the Atlanta Hawks are ready for whatever comes next—one game, one connection, and one innovation at a time.

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The ManageEngine team has been with us through every step of the process and in implementing our products. They have helped us with best practices, and when we've come to them with ideas of things that we wanted to do, the Customer Success Team has been right there with us, working through it every step of the way. We've accomplished more in less time than we ever would have been able to do on our own.

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- Jon Santee

Vice president of IT,
Atlanta Hawks and State Farm Arena



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About ManageEngine

ManageEngine is a division of Zoho Corporation and a leading provider of IT management solutions for organizations across the world. With a powerful, flexible, and AI-powered digital enterprise management platform, we help businesses get their work done from anywhere and everywhere—better, safer, and faster.

To learn more, visit
www.manageengine.com

