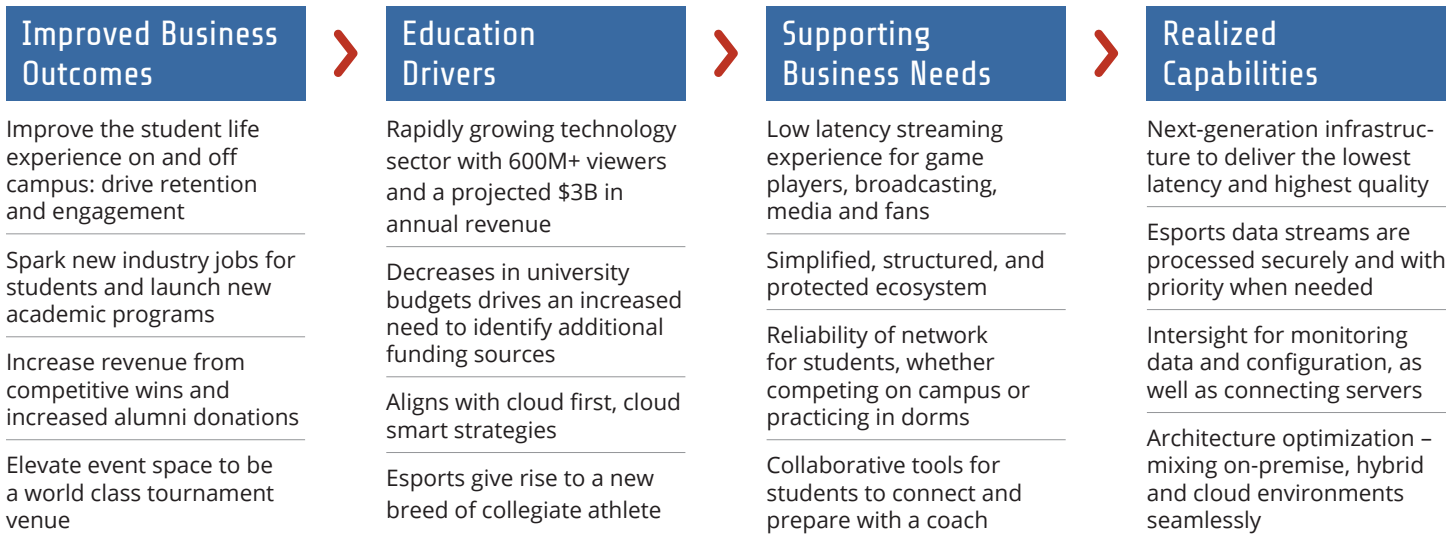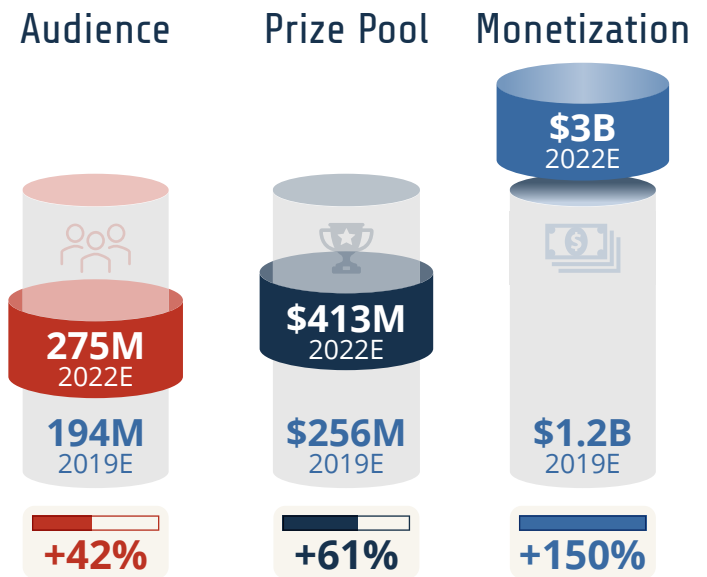# Esports: Converging Academics, Athletics and Technology

Education is changing. There is a new breed of college athlete, and while these students may take the field of play from a computer screen in an electrified Esports arena, the principals of athletics remain unchanged. Esports teams participate, head-to-head, against students from every corner of the globe, creating brand awareness and generating a whole new stream of revenue for their institutions. For many universities Esports is more than an athletic event, it is also an advanced field of study where students pursue their passions towards state-of-the-art careers. This is how we meet students where they are. This is unparalleled digital transformation.

You're reinventing education in real time. The future of education is based on innovative solutions that are simple to use, empower students, and are backed by world-class support. **That's where Networking For Future (NFF) comes in.**

Audience
275M 2022E
194M 2019E
+42%

Prize Pool
$413M 2022E
$256M 2019E
+61%

Monetization
$3B 2022E
$1.2B 2019E
+150%

Improved Business Outcomes

Improve the student life experience on and off campus: drive retention and engagement

Spark new industry jobs for students and launch new academic programs

Increase revenue from competitive wins and increased alumni donations

Elevate event space to be a world class tournament venue

Education Drivers

Rapidly growing technology sector with 600M+ viewers and a projected $3B in annual revenue

Decreases in university budgets drives an increased need to identify additional funding sources

Aligns with cloud first, cloud smart strategies

Esports give rise to a new breed of collegiate athlete

Supporting Business Needs

Low latency streaming experience for game players, broadcasting, media and fans

Simplified, structured, and protected ecosystem

Reliability of network for students, whether competing on campus or practicing in dorms

Collaborative tools for students to connect and prepare with a coach

Realized Capabilities

Next-generation infrastructure to deliver the lowest latency and highest quality

Esports data streams are processed securely and with priority when needed

Intersight for monitoring data and configuration, as well as connecting servers

Architecture optimization – mixing on-premise, hybrid and cloud environments seamlessly

Key Campus Stakeholders
Student success officer / Student life leader / Athletics department / Faculty

Since 1996, NFF has delivered architecture, design, professional services, and hardware and software sales for campus networks. As the world continues to change, we're here to help, and we're "all in" when it comes to education. NFF is and will continue to be an education company and your trusted technology partner. Let NFF lead the Esports implementation on your campus so you can focus on helping your students and faculty succeed.

We are passionate about helping universities create new opportunities for students through technology. Contact us to learn more about how a robust Esports program can improve enrollment, increase student diversity, and drive new and exciting programs of study.

Clients
Below are some of our Education customers:

- Georgetown University
- Marymount University
- Morgan State University
- George Mason University
- Montgomery College

- New Jersey Institute of Technology
- District of Columbia Public Schools
- Washington International School
- Alexandria City Public Schools
- St. Stephen's and St. Agnes School

- The Catholic University of America
- University of MD Applied Research Labratory
- University of the District of Columbia
- Trinity Christian School of Fairfax
- Maryland Research and Education Network

> " NFF understands that Esports is more than just an application on the network or a program of study. Esports is a real opportunity to further diversify the student population while creating opportunities for students who may have otherwise not had a chance to follow their passions."

— Mike Rogers, NFF Education Practice Lead and Former Executive Director of Information Technology, The University of the District of Columbia

Strategic Partners
NFF has strategic partnerships with many of the world's leading technology solution providers to enable us to deliver transformational IT business solutions that meet our customers' performance modernization requirements.

CISCO Partner
Gold Integrator
Customer Experience Specialized

NetApp™
Gold Partner

Microsoft Partner

DELL

riverbed

splunk>

vmware®

CONTACT US AT **EDUCATION@NFFINC.COM**