

Bradford Bulls

Top of the Rugby League

A bullish performance

Not everyone would be able to pinpoint what today stands as the UK's second biggest spectator sport. Rugby League, however, enjoys massive popularity across the UK, being played all over England, Wales, Scotland and Ireland. Fans flock in droves countrywide to support their teams at live games.

Bradford Bulls has enjoyed the reputation of being Britain's best supported Rugby League club and is world renowned as a result. The club has enjoyed phenomenal success in recent years to become one of the most recognisable brands in British sport.

Stellar support

Maintaining Bradford Bulls' fame and success requires continually efficient support. Behind the backdrop of high profile stars such as Iestyn Harris and the 'Volcano' Lesley Vainikolo, lays a tight knit internationally-focused team.

The support team and primarily the Head Coach Brian Noble, however, were finding it difficult juggling time spent on the field training the team and necessary time on more administration-led tasks back in the office.

Bradford Bulls not only has fans from across the globe but also players. The support team needs to remain in touch with numerous agents in countries and time zones as far spread as Australia, Fiji and South Africa. Developments can happen quickly and it is vital that the team is up to speed on opportunities to arrange fixtures and recruit new players as and when they arise. Managing this priority alongside training needs was also proving difficult.

Primary business

Sport

Business need

Increase Head Coach's face-time with team

The solution

O₂ Blackberry

Business benefits

- Reduced administration time
- Freed resource to be used on field with team
- Improved contact with international partners

'The prime benefit of the O₂ Blackberry has been far more flexibility. I can now be available on the field whenever necessary; other pressing administration concerns can now be managed on the sideline, rather than having to travel to and fro between field and office. I am far more integrated with the team as a result.'

Brian Noble, Head Coach, Bradford Bulls





On and off the field

O2 proposed an O₂ Blackberry solution to allow Bradford Bulls to better juggle commitments both on and off the field.

This has instantly yielded benefit for the team. Head Coach Brian Noble has constant access to information and training programmes can now be instantly tweaked to reflect developments regarding upcoming opponents.

Use of the O₂ Blackberry enables him to keep in regular touch with players outside of training times. Urgent changes in schedule and details on the opposing team can be sent over immediately. Potential new players are also far easier to contact. With countries such as Australia, New Zealand and Fiji all holding huge fan bases, developments regarding new signings can directly reach Brian, whatever the time. The team can now be sure that they do not miss out on any important new exciting signings as a result of simply being out of touch or in the wrong place at the wrong time.

The O₂ Blackberry solution has also yielded notable benefits for Bradford Bulls' merchandising arm. The team's global renown attracts interest far and wide with orders for merchandise also coming from numerous different time zones. The support team is now also able to respond to respective orders and queries instantly to meet demand.

Flexible field time

O₂'s solution has allowed Bradford Bull's Head Coach to become far more team-focused and spend more time at the training ground. With Brian Noble also Coach of the Great Britain side, this allows the team to fully benefit from his years of expertise. Brian has been so happy with the positive results that he also used the O₂ Blackberry in his capacity as Coach of Great Britain at the recent Tri Nations tournament.

Where before the Bradford Bulls support team would have to spend two days at the office, this need has now been removed. Instead the O₂ Blackberry has allowed a more flexible approach. They now do not have to spend any designated time in the office, only popping in for meetings where necessary.

Valuable time spent on field with the team has increased hugely – Bradford Bulls today remains a fearsome opponent for any team and crowds continue to flock to West Yorkshire to see them perform.



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