



# GREAT PLAINS COMMUNICATIONS CASE STUDY

***“The Omaha Storm Chasers get called on by hundreds of businesses and vendors that want to sell us things. But not all of them want to partner with us. Great Plains Communications is a true partner.”***

MARTIE CORDARO  
PRESIDENT  
OMAHA STORM CHASERS

## COMPANY

Omaha Storm Chasers

## LOCATION

Papillion, NE

## INDUSTRY

Sports

## SERVICES

The Omaha Storm Chasers are a Minor League Baseball team of the Triple-A East and the Triple-A affiliate of the Kansas City Royals. They play their home games at Werner Park.

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“We love being the pro sports mecca for the state of Nebraska,” said Martie Cordaro, president of the Omaha Storm Chasers. Unfortunately, it was a whole new ball game in 2020 when the pandemic prevented this Minor League Baseball team’s season from taking place.

Not everything came to a stop at Werner Park in 2020, however. There were close to 200 special events held there and the Union Omaha soccer team still took to the field. In March 2020, Great Plains Communications installed its services for the first time at Werner Park - including fiber Internet to the baseball and soccer offices, ball park, press boxes, point-of-sale (POS) systems and WiFi network as well as voice service.

Why did the Omaha Storm Chasers decide to change communications providers?

***“When we work with other Nebraska companies, we want it to be a mutually beneficial relationship. Our previous communications provider started out that way, but later became more of a vendor than a partner. We wanted a real partner. It was really good timing when Tom DeLong, Enterprise Sales Representative at Great Plains Communications, called me to talk about our needs. It didn’t hurt that he’s also an Omaha Storm Chasers fan.”***

MARTIE CORDARO, PRESIDENT  
OMAHA STORM CHASERS

Cordaro added, “Great Plains Communications did a proper needs analysis of the Omaha Storm Chasers and only recommended the services we really needed. They didn’t try to layer on added services that weren’t necessary.

While the Omaha Storm Chasers are catching fly balls and hitting home runs, the fans in the stands at Werner Park are posting photos and videos to social media. To make the fan experience even better, fast and reliable Internet service from Great Plains Communications is now available through an upgraded public WiFi network installed by a technology partner. Union Omaha soccer fans were some of the first guests to enjoy this WiFi upgrade in 2020, and Omaha Storm Chasers fans will join the fun during the 2021 season's home games.

Fans aren't the only ones who appreciate Great Plains Communications. So do staff members and the media.

***"There's an open line of communication between the Omaha Storm Chasers and Great Plains Communications. From a staff perspective, we know if we have a technology issue, things will be addressed quickly. There's a comfort level there. Same goes with the media. They know they can count on Great Plains Communications."***

MARTIE CORDARO, PRESIDENT  
OMAHA STORM CHASERS

Internet technology has always been important to the Omaha Storm Chasers, but it became especially vital during the restrictions of the pandemic. Cordaro explained, "We won't be able to do on-field fan activities in 2021, at least not in the early part of the season. Everything will need to be produced and put on the video board, requiring instant downloading. We also depend on our Internet connection to seamlessly communicate with our fans by pushing out content via email and social media."



***"Our baseball season is 70 dates for four hours each - just 280 hours over a calendar year. We absolutely need our technology to work. With Great Plains Communications, we don't get excuses. We get solutions."***

MARTIE CORDARO  
PRESIDENT  
OMAHA STORM CHASERS

