

TOSHIBA

TOSHIBA POWERS CAROLINA PANTHERS' GAMEDAY NEEDS

Customer: Carolina Panthers
Country: USA
Industry: Sports



The Carolina Panthers had little problem lighting up opponent defenses in the 2015-2016 season while marching their way to the NFL's pinnacle event. Though needing little outside support for its on-field success, the team has relied on Toshiba technology since stepping foot on the team's Spartanburg, S.C. training camp facility at Wofford College.

Toshiba's industry-recognized e-STUDIO multifunction products (MFPs) – integrated throughout the organization's North and South Carolina facilities – helped Panther players and team personnel prepare for each summer exhibition, regular season and playoff home game leading up to the Championship.



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**– John Berger,
Director of Sponsorship Sales**

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Toshiba color MFPs have produced all of the team's vibrantly-colored playbooks and individual game plans to help head coach, Ron Rivera, offensive and defensive coordinators – Mike Shula and Sean McDermott – prepare their players for gameday action throughout the Panthers' breakout season. Since 2006, Toshiba's e-STUDIO products have been delivering game preparation documents for players and coaches while also producing player contracts, marketing collateral and an array of other content management needs for administrative employees.

Toshiba MFPs – located in every department at the team's Charlotte, N.C. Bank of America Stadium offices – additionally scan and transfer playbooks to players' and coaches' tablets while enabling them to easily access and prepare for any upcoming game from their mobile devices. Prior to the installation of Toshiba products, players and coaches had to manually input this vital information. "We have been very happy with the performance and functionality of Toshiba's MFPs," said John Berger, Carolina Panthers Director of Sponsorship Sales. "Just as important, Toshiba sales and support team, led by Mike Johnson, has been there at every step to ensure that everything runs smoothly for every department during the week as well as for our on-field and entertainment staff on gameday."

Upon completion of the team's dominant performance in the Conference Championship to advance to the Championship, the Toshiba team quickly decided to deliver an e-STUDIO4540C, the MVP of the color MFP line – to the Panthers' San Jose hotel.

Their quick thinking allowed Panthers coaches to create opponent scouting reports and preliminary game plans – which were immediately uploaded to the players' tablets – upon their arrival in the Bay Area 10 days prior to the most important game of the season.

"Toshiba's responsiveness to our diverse content management needs has been remarkable," Berger added. "Whether producing sales and marketing materials during the offseason, playbooks throughout the pre, regular and post season or shipping one of their most robust copiers to our hotel to help us prepare for the Championship, having Toshiba as a partner has been a great asset for us. Their team is always looking to help us operate more efficiently."



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