

Powering World-Class Fan Experiences

When the New Jersey Nets prepared to relocate to Brooklyn in 2010, their ownership group, now Brooklyn Sports & Entertainment, faced a pivotal moment. Not only were they moving a professional basketball franchise into a new city, they were also building a state-of-the-art arena that would need to deliver experiences unlike anything fans, performers, and sponsors had seen before.

Barclays Center, an 17,000+ seat multipurpose arena, would become a global showcase for sports and entertainment. Its success depended on technology: seamless wireless connectivity, resilient networking, and enterprise-grade security. From day one, Brooklyn Sports & Entertainment required a trusted IT partner to help design, implement, and continually modernize its digital foundation.



The HighPoint Partnership

HighPoint's journey with the Nets began courtside. What started as a sponsorship and shared passion for the game evolved into a deep partnership built on trust and delivery.

After years supporting the Nets organization with IT solutions, HighPoint was invited to compete for the technology design and implementation of the new Barclays Center. Despite having no prior arena projects, HighPoint's presentation, and its philosophy of integrity, preparation, and doing the right thing, stood out.

"We were invited as a courtesy," recalls HighPoint CEO Mike Mendiburu, "but when we told our story—our commitment to serve, our enterprise experience, and the way we care about people—they trusted us. They said, 'Do you want to be in the arena business?' And we said yes."

From that moment, HighPoint became the trusted technology partner for Brooklyn Sports & Entertainment, delivering the full network, wireless, voice, and security infrastructure for Barclays Center.

Even as construction delays threatened the timeline, HighPoint's preparation and dedication ensured flawless execution. Every component was staged, configured, and tested in advance, allowing deployment under immense pressure, culminating in what venue stakeholders called "the smoothest, most successful technology opening in arena history."

Today, over a decade later, HighPoint continues to serve Brooklyn Sports & Entertainment with ongoing refreshes, upgrades, and strategic technology guidance, helping maintain Barclays Center's reputation as one of the most connected and secure venues in the world.

The Solution

Cisco, NetApp, and Zoom technologies help power the digital foundation of Barclays Center, delivering the performance, resilience, and flexibility required to support thousands of simultaneous connections, critical venue operations, and ongoing innovation across the arena environment.

- **Wireless Networking** – High-density wireless infrastructure delivering seamless coverage for 17,000+ fans, staff, and media.
- **Switching & Routing** – High-performance network infrastructure supporting reliable connectivity for live events, broadcast operations, and business-critical systems.
- **Security** – Architecture aligned to NBA and venue compliance standards, helping safeguard data, users, and operations.
- **Collaboration & Voice** – Modern communications and collaboration platforms enhancing coordination across event, security, facilities, and business teams.
- **Data Infrastructure** – Enterprise storage and data management capabilities supporting performance, availability, and operational continuity across critical applications and services.

The HighPoint Value



We Are Fans – We know what makes a game day unforgettable, and we build technology that enhances the fan journey from entry to encore.



We Serve the NBA – We've navigated the technical and compliance requirements of one of the world's most demanding sports organizations.



We Are Sponsors – We understand the importance of activation and measurable value for brand partners investing in the experience.



We Understand Technology – Our deep enterprise expertise enabled one of the smoothest and most ambitious arena technology rollouts in history, delivered on time, under pressure, and with excellence.

The Impact



Uninterrupted Connectivity

Always-on wireless enables digital ticketing, streaming, and real-time engagement.



Operational Resilience

Critical systems remain online for event operations, broadcast feeds, and NBA communications.



Sponsor Value

Digital signage and activation platforms drive measurable ROI for corporate partners.



Future-Ready Infrastructure

A scalable Cisco architecture supports ongoing innovation and evolving fan expectations.



Looking ahead

From courtside sponsorships to global arena technology leadership, HighPoint's partnership with Brooklyn Sports & Entertainment stands as a model of trust, innovation, and shared success. Together with Cisco, HighPoint continues to help the Brooklyn Nets and Barclays Center redefine what's possible, where technology, entertainment, and human experience come together to create moments that matter.