



Australia’s Iconic Melbourne Cricket Ground Achieves Record Results with the Help of Evolv and Convergent

Snapshot of Organization



LOCATION
Yarra Park,
Melbourne,
Victoria,
Australia

OPENED
1853

- SOLUTIONS
- 18 Evolv Express® dual-lane systems
 - 1 Evolv Express single-lane system
 - Evolv Insights®

Goals



Scale to support ingress surges when gates first open and at last-minute rush



Reduce security queues at entrances



Deliver seamless security screening experience to align with the evolution of customer demographics



Provide team with flexible, mobile security technology that could be moved between entrances at the park

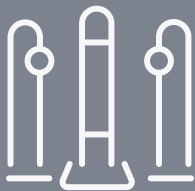


Leverage analytics for staffing and operational decisions and planning



Deploy security screening technology that could withstand harsh weather elements

Outcomes



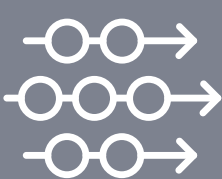
1.9M Fans

Screened 1.9 million fans in the first 6 months of use across Australian Rules Football, rugby, soccer, and concerts



Leveraged

Leveraged the portability and flexibility of Evolv systems for increased operational efficiency



288,000 People

Screened a record 288,000 people for three consecutive nights of Taylor Swift concerts



Elicited

Elicited positive response from the MCC security team charged with operating the Express



46,000 Fans

Screened 46,000 AFL fans in 35 minutes



Improved

Improved operational security screening efficiency using Evolv Insights data



Reduced

Reduced security queues in the park



Minimized

Minimized the risk of security guard fatigue with consistent security screening, mitigating the risk of threats



Read the Case Study