



Case study

Smartnet and Vertiv power one of Croatia's top football clubs with cutting-edge UPS solutions for uninterrupted performance



Background

HNK Hajduk Split is one of Croatia's most successful and oldest professional football clubs, founded in 1911. Based in the city of Split, they play their home games at Poljud Stadium, which has a capacity of around 34,000 spectators.

Hajduk's business model generates revenue from multiple streams, including matchday sales, broadcasting rights, sponsorships, and merchandise.

Revenue from ticket sales is especially crucial, as it directly impacts matchday income, fan engagement, and overall financial stability.



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Company profile:

One of the leading Croatian football clubs.

HNK Hajduk, established in 1911, is a premier Croatian football club focused on professional sports management, commercial development, and fan experience.

Industry: Professional Sports.

Region: Croatia.



Challenge

Ahead of the new football season, Hajduk introduced its new stadium entry system by relocating all entrances and ticket-scanning tripods to an outer ring around the stadium. This strategic change aimed to enhance visitor access and improve crowd flow.

However, shortly after implementation, the club faced significant delays due to power supply instability, severely impacting the functionality of the new entry points. These disruptions frustrated fans and underscored the urgent need for a more reliable power infrastructure to enable smooth stadium operations.



“When our end-user encountered power supply stability challenges, we trusted Vertiv’s expertise to provide a reliable solution. The benefits of using Vertiv™ Edge UPS devices have been significant. These UPS systems have played a crucial role in providing stable power for Hajduk’s key IT and POS systems.

Since deploying Vertiv™ Edge UPS, Hajduk has experienced a more consistent performance. The devices deliver dependable backup power, keeping essential systems operational during power fluctuations. This enhanced stability has improved their overall efficiency and increased customer satisfaction.

For Smartnet, working with a reliable and experienced vendor like Vertiv is critical to fulfilling our customers’ requirements.”

— **Ante Katavić,**

CEO at SMARTNET d.o.o.– Partner / Integrator representative.



Solution

With the support of Smartnet, Vertiv's trusted partner, Hajduk recognized the critical importance of continuity in data communication and selected Vertiv™ Edge single-phase UPS systems to protect the server room, ticketing systems, and communication cabinets.

Vertiv™ Edge UPS devices provide reliable and uninterrupted power to key systems—such as networking, ticketing, and broadcasting—boosting operational continuity during matchdays and minimizing the risk of service interruptions that could impact fan experience and stadium operations. Reliable power helps keep access control, video surveillance, and network operations functioning smoothly, even during power fluctuations.

To strengthen visibility and control over the infrastructure, Hajduk implemented Vertiv™ IntelliSlot Unity Communication Cards, which offer SNMP-based interfacing for seamless integration with existing network monitoring tools. This enables continuous communication between the power infrastructure and the IT management systems, allowing the team to detect early warning signs, prevent potential disruptions, and maintain full awareness of power conditions at all times.

By adopting a unified and intelligent power protection and monitoring solution, Hajduk Split strengthens the resilience of its digital communication backbone, allowing the club to focus on delivering top-level performance on and off the field—while improving operational efficiency, reducing downtime, and optimizing resource allocation.

Outcome

By integrating Vertiv™ Edge UPS devices with the Vertiv™ IntelliSlot Unity Communication Cards, Hajduk Split gains real-time monitoring capabilities for their power systems. The IT team can now remotely track power conditions, which enhances efficiency by allowing faster troubleshooting and minimizing downtime.

The investment in Vertiv™ Edge UPS devices enhances system stability and improves operational efficiency, enabling the Hajduk to allocate resources more effectively and reduce costs related to power outages and downtime.

By maintaining uninterrupted operation of essential systems, Hajduk can focus more on their core activities—delivering high-quality football and engaging with their fans.