

# case study

## legg mason tennis classic

[www.leggmasontennisclassic.com](http://www.leggmasontennisclassic.com)

The Legg Mason Tennis Classic is an International Series Gold tournament on the ATP Tennis Tour. Nationally-televised from Washington, D.C. each August, the tournament has featured five-time champion Andre Agassi and young American stars Andy Roddick and James Blake. Proceeds from the tournament directly benefit the Washington Tennis and Education Foundation (WTEF).



## SOLVE

In 2000, SFX Sports, the sports marketing arm of Clear Channel Entertainment and organizers of the Legg Mason Tennis Classic (LMTC), developed the Web site for the tournament. Without the technical and time resources necessary to effectively manage content, the site did not live up to expectations as a key marketing and communications tool for attendees, fans, sponsors, and tournament officials alike. SFX engaged Cobalt to develop and implement a new strategy for the tournament's online presence. This site need not only act as an effective marketing tool, but leverage non-technical staff to keep site content up-to-date.

## BUILD

Cobalt conceptualized, designed, and developed a visually-appealing and engaging design as well as e-commerce functionality for online group ticket ordering. One key facet of this project was the direct partnership with Microsoft Mid-Atlantic Consulting Services to integrate Microsoft Content Management Server and leverage Microsoft's new .NET platform. Cobalt also architected and deployed a dedicated hosting environment for the tournament's Web site.

## ENHANCE

The development of an enterprise-level online presence for the Legg Mason Tennis Classic has dramatically increased the tournament's ability to communicate and market its offerings to fans and sponsors alike. The integration of Microsoft Content Management Server and the .NET platform provides LMTC with the ability to manage this robust Web solution through its current tournament staff, eradicating the need for technical skills or experience. Through the partnership with Cobalt and its colleagues at Microsoft, LMTC received the highest level of consulting and guidance on today's latest technologies to ensure a successful deployment directly in line with the tournament's goals.

## FAST FACTS

**Client Name:** SFX Sports  
**Staff Size (for tournament):** 25 full-time; over 300 volunteers  
**Web Site:**  
[www.leggmasontennisclassic.com](http://www.leggmasontennisclassic.com)  
**Project Duration:** 4 Months  
**Working with Cobalt since:** 2002

## SERVICES

Strategic Consulting  
Custom .NET Application Development  
Microsoft Enterprise Server Integration  
Database Development  
Graphic Design

## TECHNOLOGIES

Microsoft .NET  
Microsoft Content Management Server 2001  
Microsoft SQL Server 2000  
Microsoft Windows 2000 Server

## SCREEN SHOTS

