



CASE STUDY

The Maccabiah Games: Taking Event Management to New Heights with Simplex 3D

The Maccabiah Games streamlines, optimizes, and secures nationwide sporting event with Simplex technologies, powered by an advanced web-based 3D management solution



Use Case

Event Management & Control



Industry

International Sporting Events



Location

Israel

The Maccabiah Games is the world's third-largest sporting event after the Olympics, and the FIFA World Cup. Inaugurated in 1932, this international multi-sports event is held in Israel every four years, with the mission of facilitating a worldwide gathering of young Jewish athletes, staging the highest levels of sporting competitions. Held under the auspices of the Maccabi World Union, the organization spans more than 450 clubs in over 70 countries on 5 continents, with 500,000 members.

The 21st Maccabiah



10K
Athletes

from



63
Countries



3K
Competitions

in



42
Categories



100
Venues

in



19
Cities



Grand opening, with an audience of

300K

including Israel's President and Prime Minister, and US President

Challenge

Planning and real-time enablement of games' logistics and security for hundreds of concurrent events

As the largest regularly held international event in Israel, with parallel high-level events throughout the country, laying the foundation for the 21st Maccabiah in the summer of 2022, began one year earlier. "We are responsible for managing every aspect of the games, and the events and activities within the games, from the delegations and sportsmen, onsite workforce, to the grounds, facilities, infrastructure, and overall security," said Benny Ben Ari, Head of Operations, Maccabiah.

"But our ultimate challenge is to manage and control tens of thousands of people, several thousand competitions, and hundreds of events," adds Ben Ari. "While we were able to manage personnel and facilities, what we lacked was the ability to manage vast amounts of data on a single platform, with a real-time view of the entire operation. What's more, we lacked the ability to integrate our current system with the Israel Police, to ensure security – our number one priority at the event."

Establishing and maintaining stringent security throughout event is divided between the Maccabiah operations team, and a dedicated unit of the Israel Police. With the event's exceedingly complex logistics, and facility and crowd management spanning beyond a standard stadium, Ben Ari and his team sought after a single solution that would enable the operations team and the Israel Police to "keep a watchful eye" on all of the events and activities, all on a single, centralized, and shared platform.

"Before Simplex, we lacked the ability to manage vast amounts of data on single platform, with a real-time view of the entire operation."

Benny Ben Ari, Head of Operations, Maccabiah

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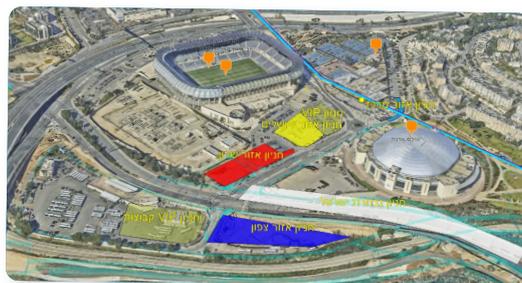
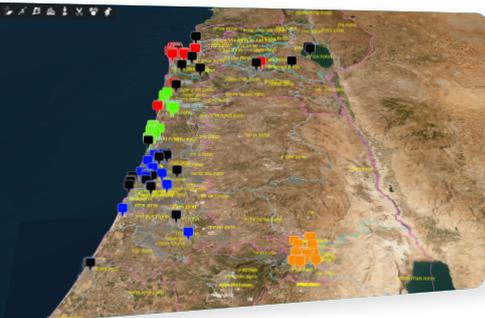
Solution

Strategic planning and real-time event information seamlessly integrated on a single platform

The Maccabiah's decision to implement Simplex technology, an advanced web-based 3D planning & control solution, as the event's core management system, was a record first for the organization. Based on a unique multi-layered combination of the company's patented aerial photography technology, 3D modeling, AI algorithms, and a SaaS-based planning and management platform, Simplex was selected to manage all of the Maccabiah's events and activities, including the games, all of its participants, and viewing audiences. This included infrastructure and facilities, manpower, emergency services, participant lodging at 30 different hotels, transportation, and seamless integration with the Israel Police's internal systems.

An innovative, easy-to-use system, Simplex delivers an unparalleled photorealistic 3D workspace to plan, analyze, and manage projects and assets. Designed to serve all of the Maccabiah's tactical planning, management and control, Simplex's geo-accurate models, combined with advanced analysis tools, included camera angle coverage, sniper view shed, and dynamic GIS layers, such as integrated live video feeds on the models.

Simplex built a dedicated project plan for the Maccabiah, where the system was provided in two configurations: a web-based application for the Maccabiah's public administration team, including information security tools, and the second, for the Israel Police, running on a restricted on-premise police network. "Hands down, the Simplex platform gave us all the data we needed to strategically measure and view our operational sites, down to the smallest detail," said Ben Ari. "With Simplex, I always had all the information at my fingertips when I needed it most. All that remained, was to decide what to do next. I made better-informed decisions based on the best possible, highest-available data accuracy, all in real-time."



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Results

Save valuable time, resources and costs – and ultimately, save lives!

With a citywide 3cm per pixel resolution, the Maccabiah, in collaboration with the Israel Police, were able to **manage and secure nationwide events**, and the games, from start to finish. Ben Ari commented, "With Simplex's cross-platform accessibility, we could share information, integrate security measures, and even emergency procedures directly with the police, all in real-time. Simply put, **Simplex enabled us to save time, valuable resources, costs – and ultimately, save lives.**"

During the games, Ben Ari and his team successfully managed hundreds of events. The team combined data from facility security planning and other sources, and select images, including photographs and document scans, and related emergency contact information in case of a security or other incident. To further enhance system deployment and expand its capabilities, Simplex built an interface between its platform, Salesforce, and the Israel Police's internal systems, where all stakeholders could easily access and share data on a single integrated platform. "We were able to share reams of information about the events, games, and delegations, with real-time data from drones, and from live police cameras," said Ben Ari. **"In all my years of managing this event, I have never before witnessed such incredible detail, nor such accurate visualization, anywhere."**

In parallel, beyond deploying the Simplex management & control system for the entire event, Simplex also provided the Maccabiah operations team and the Israel Police with **simulation videos illustrating various event scenarios**, and even a simulation of a terror attack. This enabled both stakeholders to simulate and practice their response tactics in the case of an actual life-threatening incident.

At the close of the 21st Maccabiah, the Simplex system was hailed a tremendous success by both the Maccabiah management, and the Israel Police. The event, under the auspices of the Chief of Police, highly recommended the Simplex system, 3D mapping and modelling, and simulation videos for every significant national event in Israel.



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Benny Ben Ari, Head of Operations, Maccabiah



15°N : 30°W