



**OPEN OPTIONS**  
— ACCESS TECHNOLOGY —

## SeaWorld Parks & Entertainment



### FAST FACTS

**Customer**

SeaWorld Parks & Entertainment

**Technology Partners**

Open Options  
Access Control

Mercury Security

Milestone

**Industry**

Entertainment

**Geography**

Orlando, FL  
Tampa, FL  
Williamsburg, VA  
Langhorne, PA  
San Diego, CA  
San Antonio, TX  
St. Louis, MO

SeaWorld Parks & Entertainment is a family entertainment company owned by The Blackstone Group. SeaWorld is responsible for the operation and maintenance of ten theme parks located throughout the United States. Formerly a subsidiary of Anheuser-Busch, under which it was known as Busch Entertainment Corporation, SeaWorld Parks is headquartered in Orlando, Florida. SeaWorld aims to provide “authentic, inspiring, real world experiences with up-close exotic animal encounters, the best roller coasters and thrill rides and the most innovative and exciting shows and attractions.” SeaWorld parks now roughly sees 23 million guests a year, making it the sixth largest amusement park operator in the world.

### CHALLENGES

SeaWorld’s Software Maintenance was approaching at the same time as its ownership transition to the Blackstone Group. Renewing Lenel’s software maintenance program was going to be extremely expensive for the new owners, plus the Lenel systems were stand alone and SeaWorld requires an enterprise system to function properly. SeaWorld needed a system that could convert from Lenel quickly and easily, but that was also cost effective. The Lenel system at the Williamsburg, PA, park was inoperative for six months prior to the Open Options conversion taking place. The local Lenel distributor was unable to get the system operational during that time period leaving the customer in a very vulnerable situation. When the software upgrade was implemented the system was immediately operational without any additional work or expense required. Another challenge with organizing such a large system conversion was ensuring that administrators were properly educated. SeaWorld parks see millions of people each year and providing employee training was crucial to operating a security system efficiently.

### SOLUTION

In 2009 Ingersoll-Rand Orlando and Open Options teamed up to present SeaWorld Parks and Entertainment with a proposal to take over their parks and headquarters and convert their six single systems to one large enterprise system. The products and services were exactly what SeaWorld needed to upgrade their system. In the first quarter of 2010, SeaWorld purchased 60 client workstations, 150 sub-controllers, 200 readers, and 50 rmware chips. The Open Options Lenny Eliminator Lenel Conversion Software and OpenDX Personnel Data Exchange ere used to perform a smooth transition of 25,000 card holders to SeaWorld’s new system. SeaWorld also purchased WebEx training for the main server in Orlando and each park to ensure that system administrators utilize the system’s full potential. The Blackstone Group also purchased three years of Software Maintenance for SeaWorld’s DNA Fusion Access Control system to provide technical coverage for a total of four years.