

We collaborated with George Fox University to level-up their esports program with the latest gaming technology, helping them grow into one of the premier varsity esports programs in the Pacific Northwest with 75% growth year-over-year.



### The Challenge

Create a best-in-class esports arena for [George Fox University](#) with the latest gaming technology, furniture and peripherals, while also providing a streamlined procurement process with ongoing support.

### The Solution

Miles Dean, head coach and teacher at George Fox University, is a tech-savvy, esports aficionado, who knew what he wanted for his program. But even with all his knowledge, what he didn't have was the time to bring in the right technology from the wide array of manufacturers. So, Miles partnered with Steven McCosh, of Best Buy® Education, to be the single-point-of-contact he needed to help bring the program's tech together.

As Steven told us, "With our vendor partnerships, we are not limited to a single manufacturer. We can bring brands from the entire

esports field together to create a custom solution that's best for our clients. Here, that included products from Spectrum, MSI and Logitech. No one can bring it all together under one roof like we can, helping build out esports arenas with turnkey solutions that include everything from fulfillment to installation."

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*"Convenience is one of the key factors for us. Having one person to always take care of stuff; it doesn't matter if it's good, bad or ugly, we can contact Steven and he takes care of it."*

— Miles Dean

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Another great benefit of working with Best Buy Education are the physical stores. If the team needs something right away, as Miles told us, "We can literally order a product and go pick it up the same day, which is very convenient for us."



*“Everything that Best Buy® Education has is tailored toward the gaming community. They have the consoles, the games, the PCs, plus all the accessories. They have everything we need underneath one roof.” — Miles Dean*

**The Result**

Best Buy Education helped provide the products you see here; from the consoles to the peripherals, even working with Miles to bring in the Shoutcasting gear to showcase games across the web. All of this has led to a 75% growth year-over-year in their esports program, making George Fox University one of the premier varsity esports programs in the Pacific Northwest.

*“When it came to outfitting this arena, our focus was on being a student-first program, creating an environment that makes our players feel like they’re about to take the court at a major sporting event, or are getting a highlight on ESPN. We want them to feel good about what they’re doing and how they’re being represented.”*

— Miles Dean

As Steven told us, “It’s not an afterthought, club-type thing here. It’s a living, breathing part of the athletics program at George Fox University. People go to Friday night esports competitions here like we’re used to seeing people go to Friday night football games.” The reason for this is that Miles and team, along with Best Buy®, have created a space for the students to not only enjoy, but thrive.

New to esports? Read our white paper [here](#), then give us a call.

**Best Buy Education Solutions Provided:**

- Gaming desktops and laptops
- Gaming peripherals: mice, keyboards, mousepads & headsets
- Furniture: custom chairs, gaming station desks
- Shoutcasting gear
- PC components: SSD & graphics cards, processors, motherboards, towers & power supply



Ready to level-up your esports program? Contact us today.

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