GAME CHANGER: HOW VENUE ANALYTICS OPTIMIZE FAN EXPERIENCE AND OPERATIONAL EFFICIENCY.

ABOUT OUR CLIENT

Globally recognized National Football League franchise ("Team") with 70+ years in business and multiple Super Bowl championships.

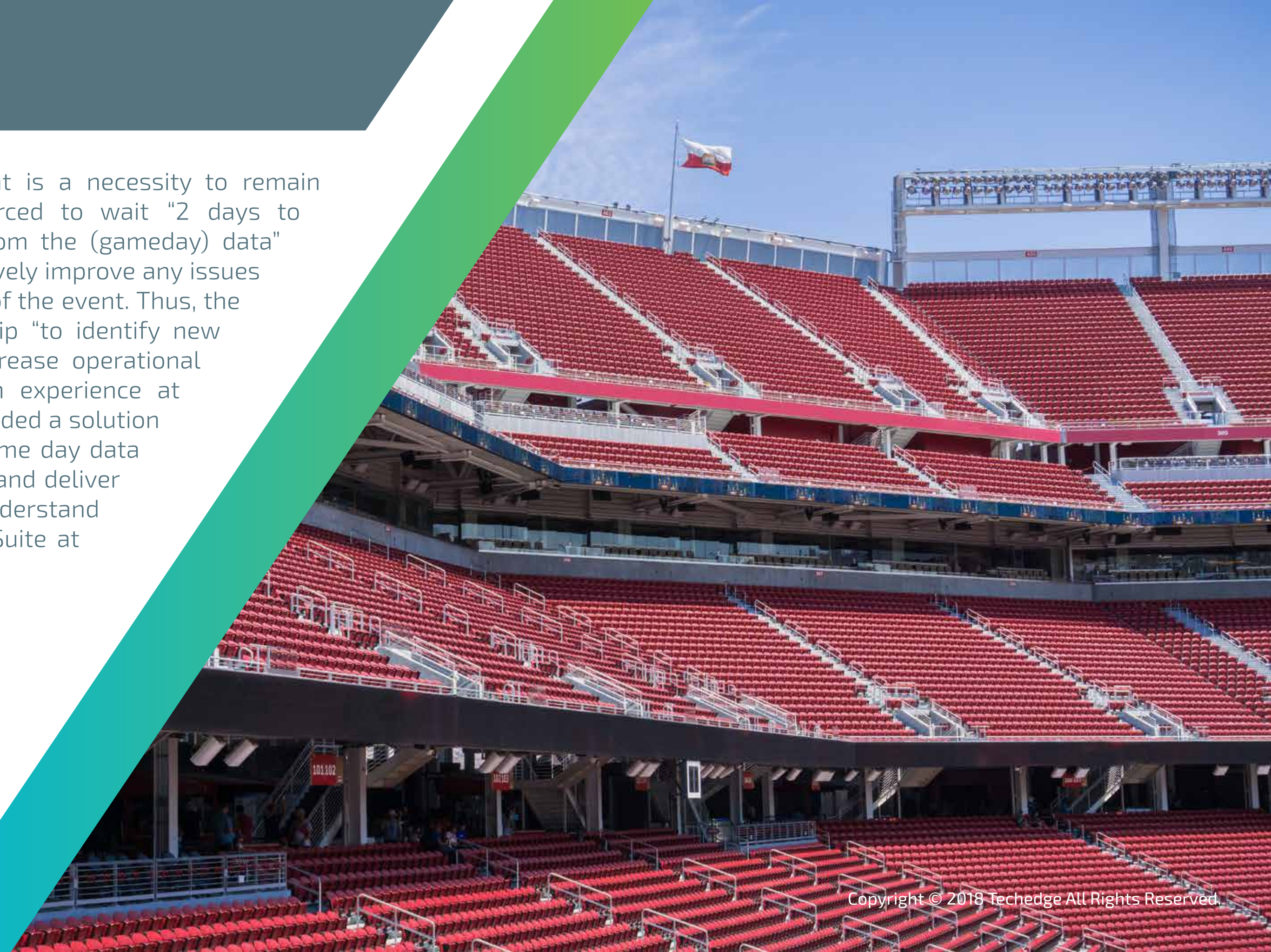**Case Study:**
NFL Sports Franchise

Industry:
Sports and Entertainment

Solution:
SAP Analytics Cloud
SAP Cloud Platform Integration Services
SAP HANA Database as a Service

NIMBL
Techedge Group

CHALLENGES

In an age where instant insight is a necessity to remain competitive, the Team was forced to wait "2 days to consolidate and get insights from the (gameday) data" eliminating their ability to effectively improve any issues that occurred on the actual day of the event. Thus, the Team was directed by leadership "to identify new technology innovations that increase operational efficiency and enhance the fan experience at every level." To this, the Team needed a solution that would provide real time, game day data from consolidated data sources and deliver the information to easy-to-understand digital dashboards in a C-level Suite at the Team's arena.

SOLUTION

Working with the Team, NIMBL implemented SAP Cloud Platform Integration Services (retrieving data from all the data sources/sending push notifications), SAP HANA Database as a Service (storing the data/reporting speed/instant calculations), and SAP Analytics Cloud (the presentation layer of the data). NIMBL then created a touchscreen digital dashboard for the Team's Executive Suite to display all the data in real time. One specific data source that was leveraged to track customer satisfaction was Happy or Not, terminals with color coated buttons used by attendees to rate their overall approval of specific venue services (food & bev, restrooms, etc.) In addition, NIMBL also implemented SMS guest notifications to immediately alert service reps and VIP Suites when one of their guests has arrived at the venue ensuring they provide the highest level of hospitality.

BENEFITS

The Team now has a 360-degree, real-time view from multiple data sources including parking, attendance, merchandise, food and beverage, and Happy or Not. This now not only allows the Team to "pivot within the game to address challenges and/or recognize opportunity", but it remarkably increases their speed and efficiency in doing so. "It's a big stadium. Before, staff had to run around the entire venue or radio / call each other to monitor things. Now they do it from a central suite overlooking the 40-yard line like an air traffic controller." The Team can also track all "per cap" revenue and instantly compare it previous events, monitor which on-site vendors are performing lower than expected, and recognize if there are "any bottlenecks in parking or gate entrance" that need to be instantly redirected to improve the fan experience; all from a "visually appealing" and easy to understand digital touch screen.

"Sports is a real-time business. If you want to impact revenue, costs, or fan experience, you need to be able to sense what is happening in real-time and respond."

Team VP of business strategy and analytics

"With real-time information brought in together at the right granularity, the Team understands how all the interconnected systems effect the fan experience"

MARK LEHEW, SAP Global VP – Sports & Entertainment.

Powered since 2009 through countless successful initiatives, NIMBL provides business transformation and technical consulting (such as SAP S/4HANA Private, Public and On-premise; SAP Cloud Platform; Analytics; Leonardo; and SAP Solution Manager) as well as cost-effective Denver-based Application Management Services (AMS) to both the Midmarket and Fortune 1000. Recently acquired by internationally-respected SAP Consultant Techedge, NIMBL is now part of a 1700+ employee Global Local Boutique spanning 20+ offices across three continents.

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