SAP for Sports & Entertainment
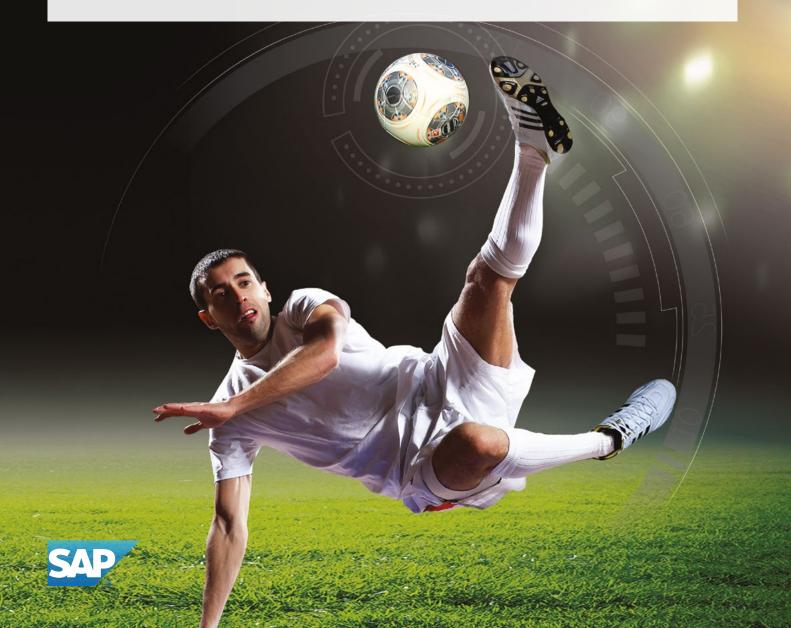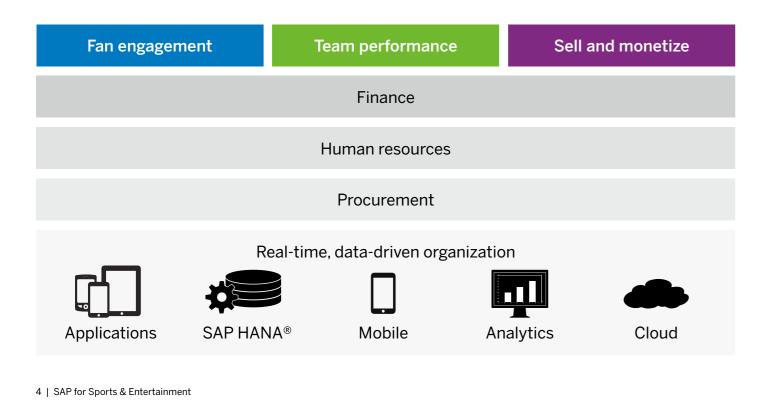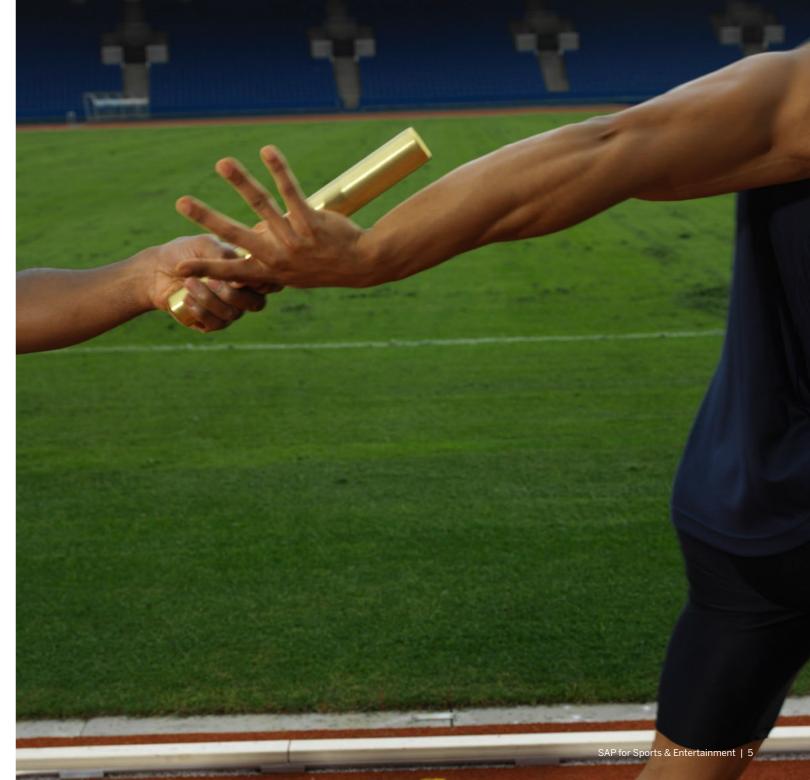
Table of Contents

SAP for Sports & Entertainment Solutions

SAP delivers products, services, and solutions that help more than 261,000 customers – and their customers – in 190 countries run simply.

With SAP® solutions, sports and entertainment organizations are driving world-class innovation to:
- Engage fans like never before
- Improve player and team performance
- Maximize revenue streams – grow existing and create new ones
- Help teams, leagues, and venues run simply

Fan engagement	Team performance	Sell and monetize
Finance		
Human resources		
Procurement		

Real-time, data-driven organization

Applications   SAP HANA®   Mobile   Analytics   Cloud

Fan engagement
Engage fans like never before

Learn and understand more about your global fan base – not just those purchasing tickets. Engage them. Identify them. Motivate them to spend more. Reward their loyalty to drive repeat purchases, even in down years. Get a 360-degree view of each fan.

Learn
Gain more intelligence about your fans, their social sentiment toward your brand, team, and players. Understand their interactions and purchase history.

Engage
Better engage and inform fans:
• Any way they want to interact with you (mobile, online, or in person)
• Before, during, and after events
• In and out of venues.

Identify
Leverage and consolidate all data sources at your disposal to identify more fans and build a deeper and broader understanding of each fan.

Market
Better segment the fan base. Drive personalized advertisements and marketing campaigns across all channels.

Reward
Recognize and reward fans for their loyalty and activity with the team, league, or venue.

"We wanted to understand what fans actually are buying, understand their buying patterns, and then transform the buying patterns into new business opportunities."

Jens Reithmann, Operations Manager and CFO, SAP Arena

Your fans are your **LIFEBLOOD**.
They gather. They sweat.
They cheer. They cry.
They BELIEVE. And
they want MORE.
They want CONNECTION.

Team performance
Improve player and team performance

Turn data into action and insight to increase player availability, reliability, readiness, and performance. Gain a competitive edge by identifying and developing talent to generate the most wins at the lowest possible cost.

Manage team

Gain a unified view of each player and the overall team across all teams within a club by consolidating game, training, medical, injury, and contractual data scattered across the organization. Improve communication between all roles in team operations.

Develop players

Quickly convert mountains of scattered player data into insight – increasing player availability, reliability, readiness, and performance:
- Collect geospatial data gathered by visual and tracking systems, such as sensors and cameras
- Calculate athletic and tactical performance attributes to enable real-time tactical evaluations
- Flexibly define and add individual performance attributes and tactical evaluations

Engage players

Discuss relevant team and player performance information on a mobile platform that facilitates communication between managers and players:
- Easy to use for players, managers, and coaches
- Secure exchange of valuable insights
- Ability to keep players closer to the action and better informed at all times

Save time and use resources more efficiently while better preparing for competitive advantage:
- Transform athletic potential through enhanced player profiling
- Optimize training sessions with data from game analyses, team performance, and player development
- Integrate teams and players in one effective tool

"One crucial factor on SAP Match Insights is that the players can use the tool on their own. It's intuitive, simple and it can be prepared easily."

Christofer Clemens, Head of Match Analysis, German Football Association (DFB), speaking about the exclusive co-innovation project with the German national team for World Cup 2014 in Brazil.

Interview with DFB-Manager Oliver Bierhoff

Together with the German Football Association (DFB), SAP wants to bring the sport of soccer to a new level. With the help of "SAP Match Insights", training analysis and player performance shall be improved over time to enable the team to rise to the next level. SAP Brand Ambassador and Manager of the German national football team, Oliver Bierhoff, describes the opportunities Big Data offers modern football.

SAP: Mr. Bierhoff, how did you as the Manager of the German national football team come to deal with the topic "Big Data" and, most of all, utilize SAP?

Bierhoff: As the person responsible for our team, I am always looking for new possibilities to support our team. We want to work with the best. SAP provides the latest technological developments and opens up new opportunities for sports internationally. With the help of the newest solutions, one gains a completely new relationship to handling data. One starts to compare data, to use it at work, and to gain insights through analysis.

SAP: Which SAP technologies are currently used for your internal business processes?

Bierhoff: For some time now we have a close partnership with SAP. We have shifted our processes within marketing, administrative accounting, and in the area of ticketing to SAP. All of these solutions are offered as cloud products, which run on the highly efficient HANA data platform. Over time, we have realized that SAP can also support us in the team operations environment and contribute to the analysis of our matches.

SAP: What are the benefits of data collection to improve team performance?

Bierhoff: Through SAP's involvement, the awareness of coaches, players, and the fans has fundamentally changed. Within minutes, ten players can generate several million data points. This data is evaluated in real time with the help of SAP HANA. With SAP, our team can analyze this vast amount of data, adapt the training sessions accordingly, and prepare for the opposing team. In addition, the newest technologies mean more certainty and clarity, as their exact figures are available quickly.

SAP: What are you doing next with SAP?

Bierhoff: We would like to further develop our co-innovation project SAP Match Insights. This solution was enthusiastically used by the players and coaches in Brazil to further improve the preparation and team performance. The ability to systematically analyze the data offers new possibilities, especially in the promotion of young talent.

Sell and monetize
Maximize revenue streams – grow existing and create new ones

Player costs grow annually. Maximize all revenue streams (and create new ones) to afford the best players.

Customer relationship management (CRM)
Improve the productivity of sales and customer service by enabling immediate access to and analysis of relevant customer information.

E-commerce
Make it convenient for fans to buy while increasing brand control across all channels:
- Streamline your order processes across all channels with a centralized order management system
- Provide a great mobile shopping experience

Point of sale
Manage all sales activities within your stores with one integrated solution through a straightforward, touch-enabled point-of-sale system:
- Product sales and returns
- Day-end closing
- Discount management
- Centralized voucher management

Ticketing
Maximize ticket revenue for every season and event and support all sales channels, including single, season, voucher, and resale tickets:
- First- and second-ticket markets
- Lotteries and waiting lists
- Accreditations
- Flexible Web shops
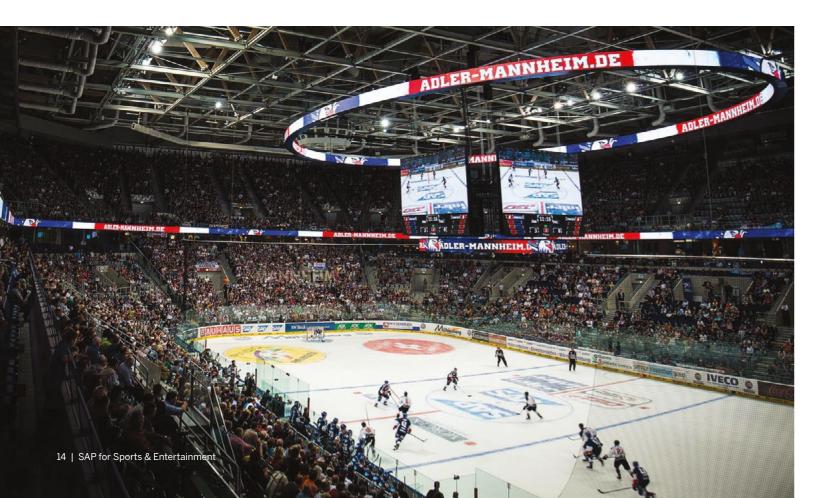- All ticket media
- Integrated memberships

"With SAP CRM powered by SAP HANA, we are able to do marketing campaigns by ourselves for the first time. We can now serve fans through digital channels and improve customer loyalty with offers that meet their needs. By using the SAP HANA Enterprise Cloud service, our processes will be much more efficient."

Daniel Gutermuth, SAP Implementation Project Lead, German Football Association (DFB)

Sell and monetize
Enable reliable ticketing sales across all channels

The biggest challenge for most sports organizations is maximizing revenue for each available seat. With SAP Event Ticketing software, you gain the control you need to drive success.

Reliable ticketing across all channels
- Plan each event individually and with as much detail as you need
- Decide which tickets are destined for each sales channel – from the online shop to reservation offices
- Manage special campaigns, price reductions, subscriptions, and season tickets

Integrated marketing and ticketing
- Specify every step of your ticketing marketing activities through integrated campaign management
- Define target groups and execute e-mail campaigns
- Plan and monitor campaigns to stay on budget
- Keep your membership and sponsorship administration in ticketing up-to-date

Maximize revenue and gain customer insight
- Design your own online shop or integrate with your existing site
- Make purchasing convenient for your customers – from different payment methods to personalized tickets and merchandise
- Analyze your customers' purchasing habits in detail, and gain a comprehensive understanding of their wishes

Measure and analyze all ticketing processes
- Evaluate ticketing sales and marketing costs of each event by choosing from a wide range of reports
- Create your own custom reports – without the need for software programming

SAP Event Ticketing helps you plan and execute customized events.

Finance, human resources, and procurement
Help teams, leagues, and venues run simply

Achieve top performance and excellence in business by optimizing finance, employee, and supplier processes. Drive real change for teams, leagues, and venues by enabling a real-time organization, providing flexible cloud solutions, and unwiring the business.

Drive and achieve financial excellence
Create a greater value for the entire sports and entertainment organization by gaining deeper insights across all financial processes:
- Provide timely and accurate reporting on events for sponsoring, ticketing, merchandising, and food and beverages
- Report to management and external stakeholders in real time
- Optimize cash flow management
- Benefit from expertise in finance best practices

Manage people and talent
Align your employees, maximize HR efficiency and productivity, and accelerate results through collaboration across the organization:
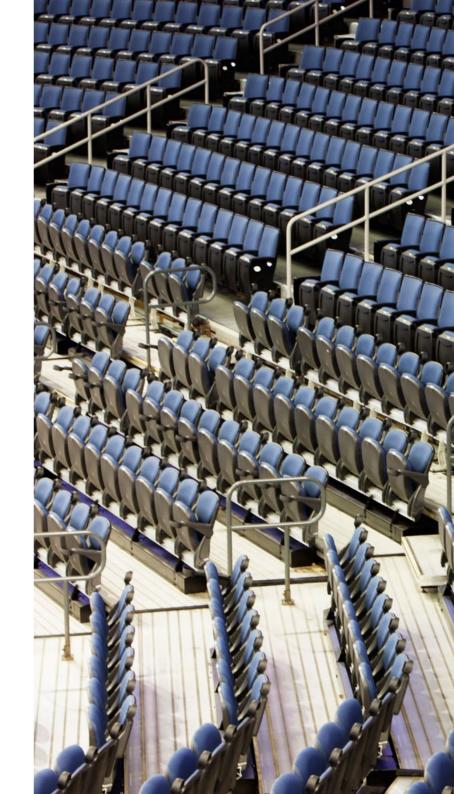- Provide a foundation for better team performance
- Assign each resource to the right place at the right time with more effective time management (volunteer management)

Optimize procurement impact
Deliver greater profitability and visibility by automating procurement and logistic processes:
- Increase revenue and bring additional savings to the bottom line by integrating food and beverage sourcing
- Optimize merchandise purchasing and automate collaboration with suppliers
- Get immediate insight into equipment
- Improve merchandise replenishment during events

Breakthrough innovation platform
Simplify for a competitive edge

Most sports and entertainment firms have fragmented IT landscapes with many different systems. Data is exploding in volume, velocity, and variety. These factors are barriers for maximizing fan engagement, team performance, and overall revenue.

The SAP HANA® platform provides a foundation for consolidating and processing data in real time. Simplify and speed both team and business operations. Use data as a competitive weapon to act on the player, team, fan, event, or business in real time.

With SAP HANA, you can:

- **Simplify** – Aggregate and consolidate data from many different data sources to get a 360-degree view of the:
  - Team and player
  - Fan
  - Event and venue

- **Speed** – Process massive data sets in real time with in-memory computing:
  - Player and game data collected from sensors or video. Easily deal with large data sets like geospatial game/practice data and historical splits
  - Data on hundreds of millions of fans (social, purchases, preferences, IDs, location, and so on)

- **Act** – Use data in real time to influence and improve performance during the event (before it is too late):
  - Improve player performance during practice and training

"If SAP HANA was a person, she'd go down in history as changing the world. The service goes beyond comprehension. What SAP HANA allows us to do is simplify more processes and data than you can possibly imagine."

Ron Dennis, Executive Chairman, McLaren Group

SAP is a leader in the sports and entertainment industry

"Leveraging innovative technology, we want to permanently secure a global top position for the FC Bayern. Our players' performance and their health are of paramount importance to reach this goal, and so are our fans. SAP has the technology to support three of our main goals: optimize our business processes to facilitate our global expansion, help our team stay fit and perform at their highest level, and give our fans the best possible experience."

Karl-Heinz Rummenigge, Chief Executive Officer,
FC Bayern Munich

"[SAP] Business ByDesign is an everyday application for our front-office employees. With [SAP] Business ByDesign, the Sharks are able to analyze its financials better than ever before. We now have the flexibility to operate in a more streamlined manner, to manage daily transactions more efficiently, and to forecast into the future more effectively."

John Tortora, Chief Operating Officer,
Sharks Sports & Entertainment

"SAP's involvement has transformed the football experience for coaches, players, the fans, and the media. Imagine this: in just 10 minutes, 10 players with 3 balls can produce over 7 million data points. SAP HANA can process these in real time. With SAP, our team can analyze this huge amount of data to customize training and prepare for the next match."

Oliver Bierhoff, Manager,
German Football Association (DFB)

Why SAP?

With SAP solutions, sports and entertainment organizations are driving world-class innovation to:

- Engage fans like never before
- Improve player and team performance
- Maximize revenue streams – grow existing and create new ones
- Help teams, leagues, and venues run simply

Contact Information

Stefan Wagner
SVP and Global General Manager
Media, Sports and Entertainment
st.wagner@sap.com

Fadi Naoum
SVP Application Innovation
Head of Sports & Entertainment
fadi.naoum@sap.com

To learn more: **sap.com/sports**

Proven
- More than 40 years of experience delivering enterprise-class solutions
- Global – more than 261,000 customers across 190 countries
- Broad ecosystem of channel partners, enabling flexibility and choice

Complete
- Professional services
- A broad portfolio of integrated applications
- System integration services
- System hosting and managed application services

Industry expertise
- SAP's focused investment in the sports and entertainment industry
- Knowledge sharing and application of best practices and innovation
- Design thinking to co-innovate with customers on new sports and entertainment innovations

Best-in-class solutions
- A portfolio based on a market-leading, innovative, technology foundation – including SAP HANA, mobile solutions, analytics, and cloud solutions
- 24x7 global support
- Rapid deployment solutions that speed time to market