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FC Bayern Munich: Teaming up with SAP to Intensify the Fan Experience

When it comes to German soccer, no team dominates like FC Bayern Munich. But strong players need avid fans. This is why the club runs SAP® Business Suite powered by SAP HANA® using the SAP HANA Enterprise Cloud service. A real-time view of fans will help the club intensify their experience by providing more-personalized offers and loyalty programs through every touch point and channel, using any mobile device. And powerful analytics will help maximize team and individual player performance. Not only will German fans be cheering louder than ever – FC Bayern Munich will expand its brand the world over.



Real-time fan engagement powered by SAP HANA®

Fast and secure deployment in the SAP HANA Enterprise Cloud

Objectives

- Simplify the business to improve performance
- Support the internationalization of the club
- Analyze player's training data in real-time
- Reduce the risk of injury for players

Technical implementation

- Achieved a real-time view of fans and allowed tailored offers based on needs, preferences, past interactions, and current context using SAP® Business Suite powered by SAP HANA®
- Upgraded and migrated the SAP ERP application and SAP BusinessObjects™ business intelligence solutions to the SAP HANA platform in a record-breaking 11 weeks
- Deployed SAP CRM powered by SAP HANA
- Combined the power of in-memory computing and the flexibility of the cloud with the SAP HANA Enterprise Cloud service

Benefits

- Expand and strengthen global brand recognition
- Enhance the experience for fans in Germany and around the world by bringing them closer to the action
- Monitor and analyze social media sentiment to proactively engage with fans
- Gain insight to develop new products and services based on emerging demand
- Maximize team and individual player performance
- Help players stay fit and healthy

Future plans

- Internationalize the club by optimizing business processes all over the world
- Ensure a sustainable, long-term leading position and success at an international level from both a business and a sporting perspective

“SAP has the technology to support three of our main goals: optimize our business processes to facilitate global expansion, help our team stay fit and perform at their highest level, and give our fans the best possible experience.”

Karl-Heinz Rummenigge, CEO, FC Bayern München AG



Company

FC Bayern München AG (FC Bayern Munich)

Headquarters

Munich, Germany

Industry

Sports and entertainment

Products and Services

World-class German soccer club

Fans

292 million

Brand value

€608 million (US\$786 million)

Web Site

www.fcbayern.de/en

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