



SAP Business Transformation Study | Sports and Entertainment | FanPaaS

How Does a Sports Fan Management Company Take Engagement to a New Level?

Die-hard sports fans and season ticket holders are always looking for the ultimate fan experience. So, FanPaaS, a Florida-based technology company, offers FanPaaS, a mobile app that lets fans purchase tickets online from a multitude of sellers and helps them get the best seats at the best prices from all available vendors. The app also deepens engagement by providing fans with their favorite sports teams' data, scores, news, and premium content from a variety of leading feeds of the industry.

Based on SAP® Cloud Platform, FanPaaS offers a world-class experience to sports fans with fast performance, predictive analytics, and scalability. Consolidation of data from various sources helps identify fans and create one "golden ID record" for each one. The result is greater fan interaction, increased revenue for teams, and a better game for everyone.

FanPaaS



Revolutionizing the Sports Market with a Fan Management App



FanPaaS

Miami, Florida

www.fanpaas.com

Industry

Sports and entertainment

Products and Services

Sports fan management

Employees

8

Revenue

US\$1 million

SAP® Solutions

SAP® Cloud Platform, SAP Predictive Analytics software, and SAP BusinessObjects™ Business Intelligence suite

Sports and entertainment fan management company FanPaaS created a mobile app based on SAP Cloud Platform to deliver an end-to-end solution to fans. The FanPaaS mobile app works with sports teams and entertainment venues to identify and engage fans by delivering real-time scores, news, and events.

Before: Challenges and Opportunities

- Consolidate data from multiple systems
- Integrate structured data with unstructured data, such as text-based tweets and posts
- Build a 360-degree view of fans, delivering the right message in the right channel at the right time
- Act on data in real time
- Increase opportunities for revenue and brand loyalty
- Identify fans who never venture into an arena

Why SAP

- Mobile functionality available anytime, anywhere
- Leading technology and partnership team
- Ability of SAP applications to integrate with the FanPaaS mobile app

After: Value-Driven Results

- Consolidation of fragmented data
- User-friendly, fast-to-deploy, and simple-to-customize software
- In-the-moment fan experience
- Consolidation of data from various sources to identify fans and create one “golden ID record” for each one
- Exclusive content provided to fan base
- Available news for the top American baseball, basketball, football, and hockey leagues

“FanPaaS, based on SAP Cloud Platform, is a fan management platform that will **increase engagement and monetize the fan experience for all sports teams.”**

Donald T. Carson, President and CEO, FanPaaS

360°

View of fans

50%

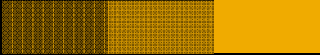
Reduction in content delivery time

Improved

Integration of data

Increased

Fan engagement and revenue for teams



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