Microsoft Services

Sports re-imagined
Sport is a matter of love, passion and greatness. It touches our daily lives and creates a depth of human engagement unmatched in the modern world.

Professional sports—a $90 billion industry—count over 7 billion fans worldwide

Time consuming sport on laptops and mobile devices
HOURS PER WEEK

In the United States the time spent consuming sport has grown from 6.2 to 7.7 hours per week while an even more rapid growth, from 5.9 to 10.1 hours, has been noted in Spain. In Britain, the rise goes from 6.0 to 7.5 hours, but it is in the fast-growing sports markets of the United Arab Emirates and India where media consumption of sport is at its highest. The figure for India is 18.4 hours a week and 15.5 hours in the UAE.

New digital services are providing clubs with the capacity to reach global audiences, generate digital experiences and create new revenue opportunities.

Source: Deloitte. Football Money League 2016. Microsoft
The digital revolution has unlocked new opportunities for clubs, leagues and federations to challenge the convention to re-think how sports is played, coached, watched, and experienced.
Microsoft empowers sports organizations to do more by accelerating the value imagined and realized from their digital experiences.

**Fan Engagement**
Create deeper levels of fan engagement on match day and throughout the year, connecting fans around the world with teams, players and each other through fan profiles, marketing campaigns, and must see content.

**Player and Team Performance**
Empower coaches and staff to maximize player and team performance through analysis of game, team and player data, including video and wearable devices.

**Operations and Productivity**
Develop a 360 degree view of each fan, integrate marketing campaigns, monitor business performance, and improve insight into operations and team performance.

**Smart Venue**
Maximize enjoyment and safety in the venue, including fast access to concessions, socializing in the venue, interactive exhibits, augmented reality tours, and unique suite experiences.
By working together, to unlock opportunities where business, experience, and technology intersect

### BUSINESS OPERATIONS

<table>
<thead>
<tr>
<th>Digital Strategy</th>
<th>CRM</th>
<th>Business Intelligence &amp; Analytics</th>
<th>Data Management</th>
<th>Campaign Management</th>
<th>Membership &amp; Loyalty Programs</th>
<th>Content Management</th>
<th>Other Capabilities</th>
</tr>
</thead>
</table>

#### BUSINESS DASHBOARD

- CRM Segmentation
- Fan Engagement
- Platform Health & Usage

#### MANAGED SERVICES T2-3

- Business Services
- Integration Services
- Deployment
- ALM

#### THIRD PARTY APPS

- Bets
- Games
- TOK
- Shout
- Cisco

#### CONSUMER APPS

- Win
- iOS
- Android

#### CORE SDK

- Win
- iOS
- Android

#### VIDEO COMPONENTS

- Player
- DRM

### DIGITAL PLATFORM

#### SERVICES API

- Venue Access
- Payments
- External Purchases
- Team Players Info
- Loyalty & Membership
- CRM
- Social Listening
- Marketing Campaigns
- Ticketing
- Retail F&B
- Notifications
- Content
- Stats
- Identity
- Profiles
- Gamification
- Localization

### VIDEO PLATFORM

#### SERVICES API

- Worldwide Distribution
- Integration Services
- Subscriptions Channels
- Platform Integration
- Search
- Ads
- Ingestion Tagging
- Approval Workflow
- Encoding Packaging

### DATA SOURCES

- OPTA
- Content
- ...
Creating unique, novel experiences for number one fan Luca
Helping the team reach its potential to compete in the championship
Bringing to life Advik’s dream of becoming the greatest cricket player ever
Elevating Jade’s volleyball league to the level of merit it deserves
Optimizing the performance of an ambitious runner to that of an insatiable triathlete
Operating smarter, more secure, and connected stadiums
Re-thinking fan engagement

FROM

We’re not well enough engaged with our fans to be a valuable part of their daily lives.

Our fans struggle with accessing our games, finding merchandise, obtaining services, and socializing with the team and other fans.

We don’t know enough about our fans to offer them personalized services, custom offers, and media.

At our venue, fans cannot quickly find the services and products they want, and can’t access real-time match and team information to be closer to the action.

TO

Our connection to our fans around the world has extended our reach, engaged more fans, and increased revenue.

We leverage data managed by many different organizations to better understand our fans, target offers to them, and promote the franchise and partner businesses.

We have compelling services and make our fans feel that they are an important and strategic part of the action, whether at the venue or around the world.
Creating a tribe of raving fans

DIGITAL HOTSPOTS

DIGITAL PLATFORM
- News
- Team info and history
- Live video
- Socializing
- Player activities
- Day-to-day operations

BEING A PART OF MATCH DAY
- Watching game
- Second screen
- Socializing
- Gathering with nearby friends
- Analyzing game

STAYING CONNECTED
- Purchase merchandise
- Interactive activities
- Personalized offers
- Socializing
- Education and community service
Seeing through the eyes of the fans

**BENEFITS**
- Improved connection to fans
- Increased fan base
- Improved quality of services to fans
- Improved team and city image
- Increased revenues from product sales to fans
- Increased revenues from targeted advertising

**START**
- Providing fans the information and assistance they need when attending games
- Coordinating custom offers among the team and local merchants
- Connecting fans with each other and team personnel

**STOP**
- Struggling to understand fans and the way the city is impacted by sports
- Frustrating nearby businesses who need more information to prosper from sports
- Confusing fans and residents with old or generic information

**CONTINUE**
- Improving commerce within the city
- Increasing resident and fan satisfaction
- Ensuring that fans enjoy their sports experiences before, during, and after games
Innovating with business models, services, and solutions that differentiate.

Consistent Fan Experience at every touchpoint

- Personalized Alerts (new apps, team news, special interests)
- Contextual Offers (events, specials, etc.)
- Recorded games, instant replays and video shorts
- Venue insights
- Conversational AI Support

Device, App & Venue Telemetry

Sales, Marketing & Support
- Customer Support
- Venue Information
- Up/Cross Sell

Productivity Cloud

Intelligent Cloud

Social Sentiment & Engagement
Real Madrid and Microsoft joined together to transform the way the best fútbol club in the world connects with its 450 million international fans. Technology helped change the way Real Madrid fútbol is played, coached, watched, and ultimately experienced.

Get an in-depth look at the story HERE.

FEVER PITCH
FIFA recognized Real Madrid as the best fútbol club of the 20th century. Now they advance their leadership in the 21st, partnering with Microsoft to bring the stadium experience closer to 450 million fans around the globe.

THE POWER OF A MISSION-DRIVEN TEAM TO BRING A GLOBAL DIGITAL EXPERIENCE TO RAVING FANS
Powered by a four-year vision, Microsoft Services helped envision the art of the possible by developing an integrated solution to support innovative digital services to serve the club’s global fans, by being able to collect and analyze data, and provide a platform as a service solution to transform fan engagement by opening a genuine two-way dialogue. Changing the way people engage with the game, while enabling fans to have a unique two-way conversation with the team. A digital platform, built on Microsoft technology, will give supporters of Real Madrid access to content and exclusive digital services at the stadium, at home or on the go. The multi-platform app, will provide access to these experiences on phones, tablets and wearable devices, while connecting the Real Madrid faithful to the virtual pitch before, during and after the game.

THE VICTORY
Using Microsoft technology, Real Madrid can deliver a unique experience that ignites everyone’s passion as if they were all there. Microsoft is hosting all the data, the real-time insights, and the content that is ultimately served to millions. This is helping Real Madrid transform the business and experience of fútbol to create a self-sustaining cycle of deeper fan engagement and business growth.
Now Real Madrid can create a one-to-one relationship with 450 million fans around the world, improving the experience of being a Real Madrid supporter.

The Microsoft cloud allows us to establish a relationship that is more personal, is more direct with the fans. Now the opportunities we have in front of us are infinite.

— RAFAEL DE LOS SANTOS, New Media Director, Real Madrid C.F.
Designing your digital strategy

Delivering business outcomes through your digital transformation.

Engage your fans
Drive deeper fan engagement by building natural, tailored experiences that delight Fans and harness data representing a complete view, then drawing actionable insights that can deliver personalization at scale and achieve a segment of one.

Empower your employees
Optimize employee effectiveness, team training and performance – one that harnesses digital intelligence to improve experiences and enables the flexibility of mobility, while keeping your organization secure.

Optimize your operations
Accelerate the responsiveness of your organization, improve service levels, and reduce costs with intelligent processes that anticipate the future and coordinate people and assets more efficiently.

Transform your products
Innovating with new business models, services, products and experiences that differentiate, and capture emerging revenue opportunities.
You are reinventing what it means to do sport, and we’re committed to finding the right solutions for you.

Solutions that are disruptive but robust, delivering real results at speed.

Together we can reimagine the art of the possible.
Microsoft Services empowers organizations to accelerate the value imagined and realized from their digital experiences.