



Sports Industry

# Elevating the Fan Experience with the Cloud

How the Cloud is Creating Immersive, Personalized Fan Experiences





## It's Not Just Stadiums That Are Adopting These Benefits

These same concepts are being introduced at other entertainment venues like golf courses, parks, concert venues, soccer fields, and racetracks. These venues are enhancing their wi-fi networks to provide stronger connections and live-streaming coverage, utilizing VR to help fans navigate the course, and allowing fans to order food and drink through an app for delivery to their seats.

## Advancements in technology are changing the way fans experience the game.

Cloud-based analytics, machine learning, and real-time data processing increase fan involvement with features that provide access to instant stats and replays, enhanced coverage of their favorite teams, and personalized recommendations based on their interests.

Through the utilization of the Internet of Things (IoT), a system of smart devices and technology that wirelessly connects to exchange data sports arenas are becoming more advanced. Cloud technology, customer data platforms, super high-speed internet, mobile apps, sensors, and cameras are coming together to provide new opportunities to create insights and build a 360° sports experience.

These technological advancements have given rise to smart stadiums, connected sports venues that deliver a fan experience that is immersive, personalized, and convenient, while also improving stadium safety and operations.

At CapTech, we're excited to explore what's possible for the fan experience of the future. Let's look at some of the ways this new technology could be used to elevate and personalize a fan's journey through a sporting event.



### PRE-GAME



### Mobile Alert

A mobile alert prompts you to purchase tickets for your team's next matchup. The app also provides recommendations for a nearby hotel where you'll earn rewards points for having dinner and drinks.



### Parking

The venue's mobile app displays all available parking spaces and directs you to the nearest open spot.



### STADIUM EXPERIENCE



### Post-Game

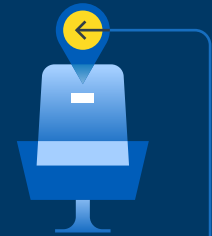
Local restaurants are offering promotions to celebrate your team's big win. You open your phone to see coupons and VIP entry passes already loaded to your account.



# ELEVATING THE FAN EXPERIENCE

## WITH THE CLOUD

### CapTech.



### Directions

Once inside, your phone displays walking directions to help you navigate to your seat and offers you the option to upgrade if a better seat is available.



### POST-GAME



Avoid long lines and use your phone to see where the shortest bathroom line is located so you're back in your seat before the next play.



### Player Stats

Your favorite player just entered the game. With one tap, their real-time stats are displayed directly on your phone.



You receive a pop-up recommendation to order your favorite stadium food and drinks and have them delivered directly to your seat.

Each of these touchpoints enables the fan to feel connected and provides sports organizations with tangible ways to engage with their fanbase, enriching the fan's overall experience.

As fan experiences become more personalized, it's important to acknowledge where this data is coming from and how it's being used. Customer data platforms are utilized to compile customer information from multiple data streams to build a holistic customer profile, leading to a hyper-personalized experience based on purchase history and interests. This personalization can enhance the fan experience, but it's important that data privacy is upheld and that customers are given the opportunity to opt-in and give businesses consent to collect and use their information.

As we look to the future, CapTech is excited to collaborate with our sports industry partners to shape the next generation of sports experiences.

## Redefining Checkout Experiences with Just Walk Out

As stadium technology is becoming more advanced, checkout-free experiences like Amazon's Just Walk Out are becoming more common. These technologies reduce wait times and improve operations, providing a seamless experience for fans, allowing them to spend less time in lines and more time in their seats. Stores powered by Just Walk Out allow fans to select their items, and the technology recognizes their selections and charges their credit card after they leave.

## Fan Experiences Are Becoming More Immersive

Utilizing live-stream cameras, interactive social media, and VR technology, fans can feel more connected to the game and be fully immersed in the action from the stands or from the couch.



Let's do next together.

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