



The bridge to possible

Converging Experiences: Uniting Fans, Guests, and Shoppers with Cisco Solutions

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Agenda

- Fan Evolution
- Introducing the Super Fan
- The Connected Super Fan Journey
- Key Outcomes

“The days of fans rushing to the ballpark for the game then rushing straight home afterwards may be a thing of the past. A more exciting game day experience is emerging, where more often fans arrive early to enjoy shopping, dining, and tailgating at the stadium complex’s entertainment district”.

Sports Industry Outlook

PwC



Fan evolution

44%

Would exchange personal information for personalized gameday options

61%

Said they would buy more if they could pre-order

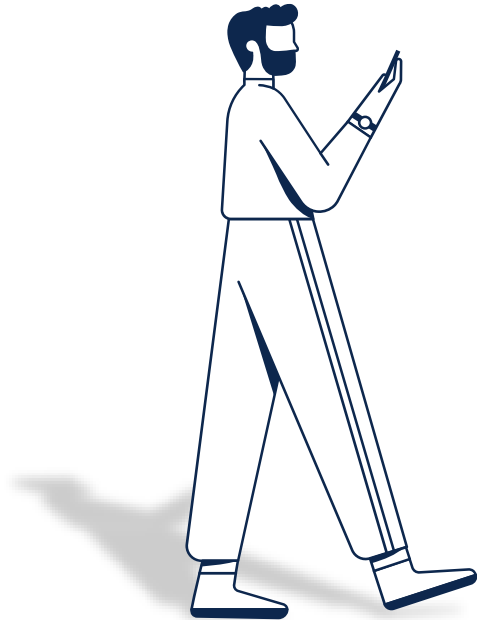
50%

Of Millennials say priority access is table stakes so they can jump the queue. This is worth paying more for compared to 36% of Boomers.



The Target

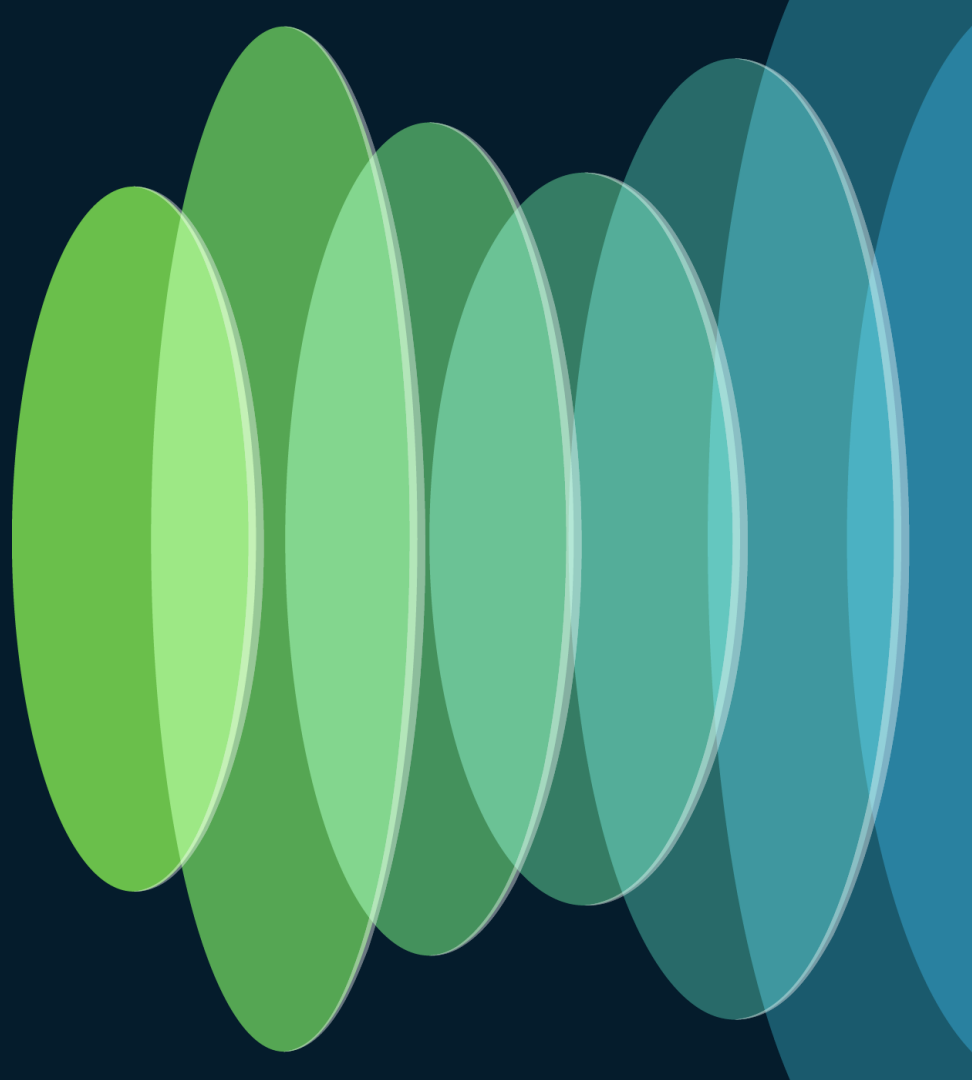
Fans, guests, shoppers, customers all equal the same persona



What they look for:

- ✓ Convenience is key
- ✓ Willing to give up information for something of value in return
 - ✓ Loyalty rewards
 - ✓ Personalized offers
- ✓ Social media availability
- ✓ Fast connections
- ✓ UNIQUE EXPERIENCES
- ✓ SAFETY & SECURITY

Shopper + Fan =
SUPER FAN

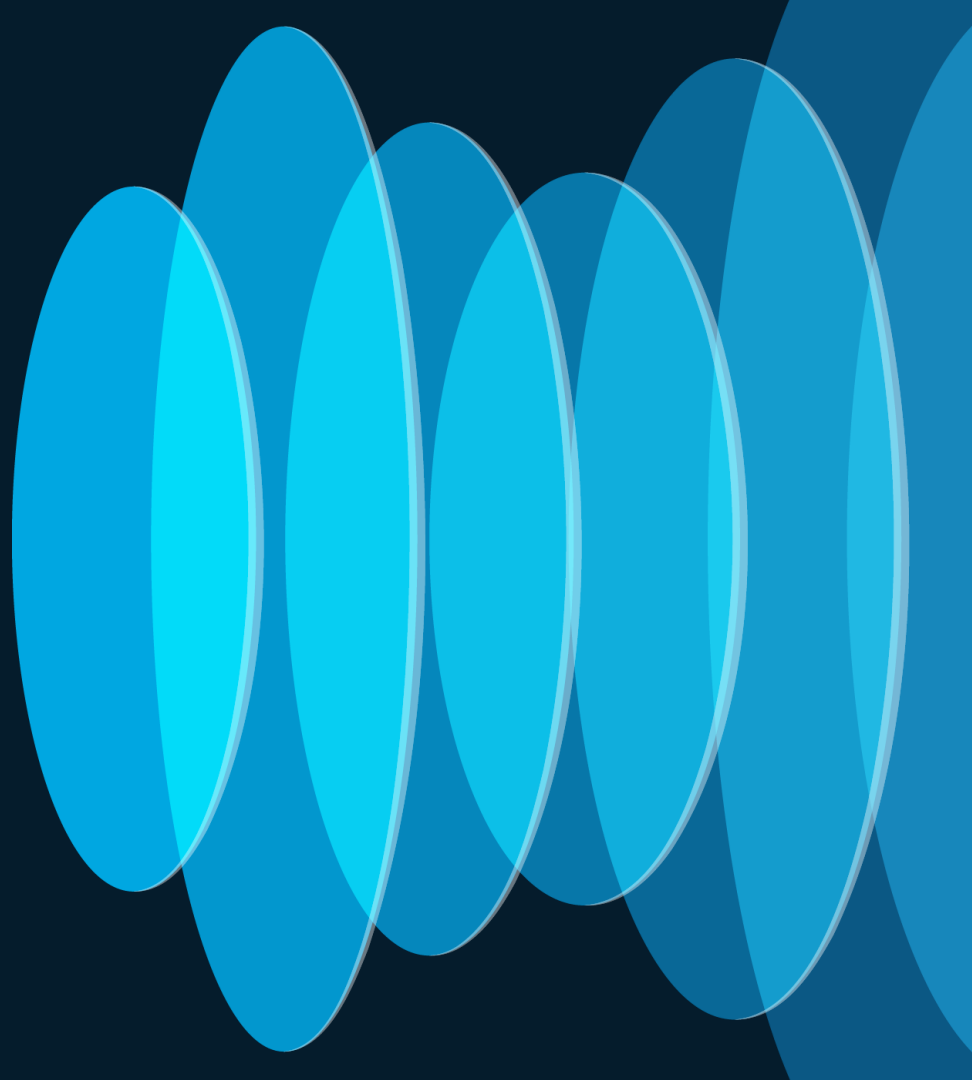


Who is This Super Fan?

- Super fans expect a 360-degree experience
- Applications put the experience at their fingertips
- Make them feel like VIPs
- Targeted experiences
- Loyalty members-
 - Often multiple touchpoints
- High touch engagements



Super fan goes
to an away
game



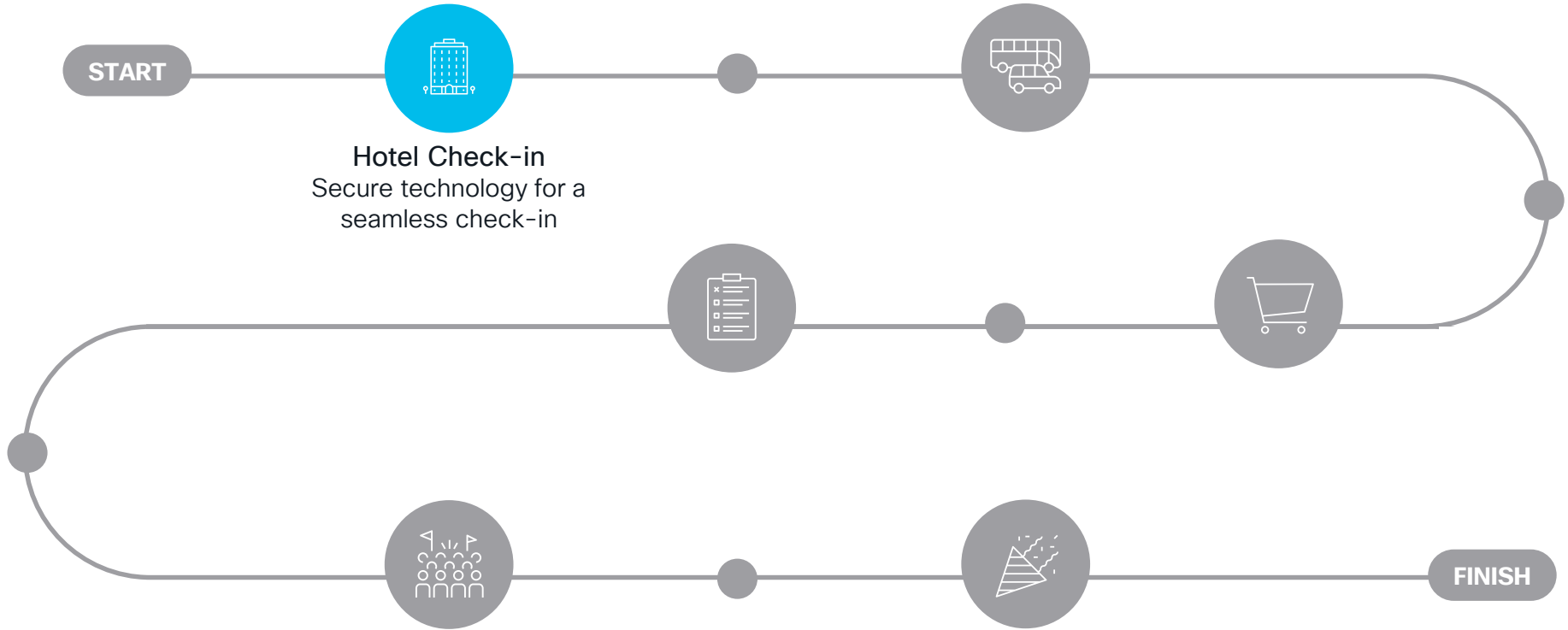
Super Fan Experience

Planning the perfect away game experience

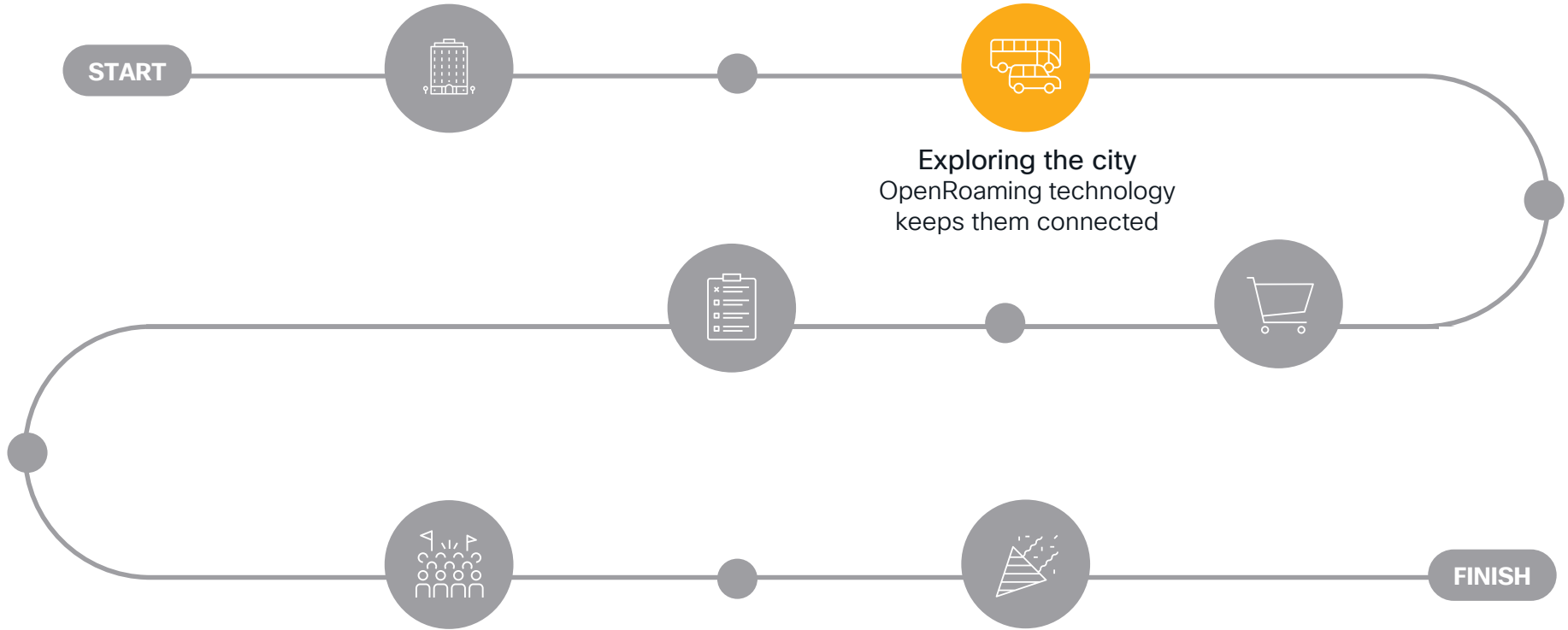


- “Money is no object for this trip!”
- Decides to tailgate before the game
 - Need to get groceries!
- "We have to try that burger place!"
- Wants to show up in the latest team gear
- Doesn't know his way around the area or the stadium
- Wants to share their "once in a lifetime" experience with other fans

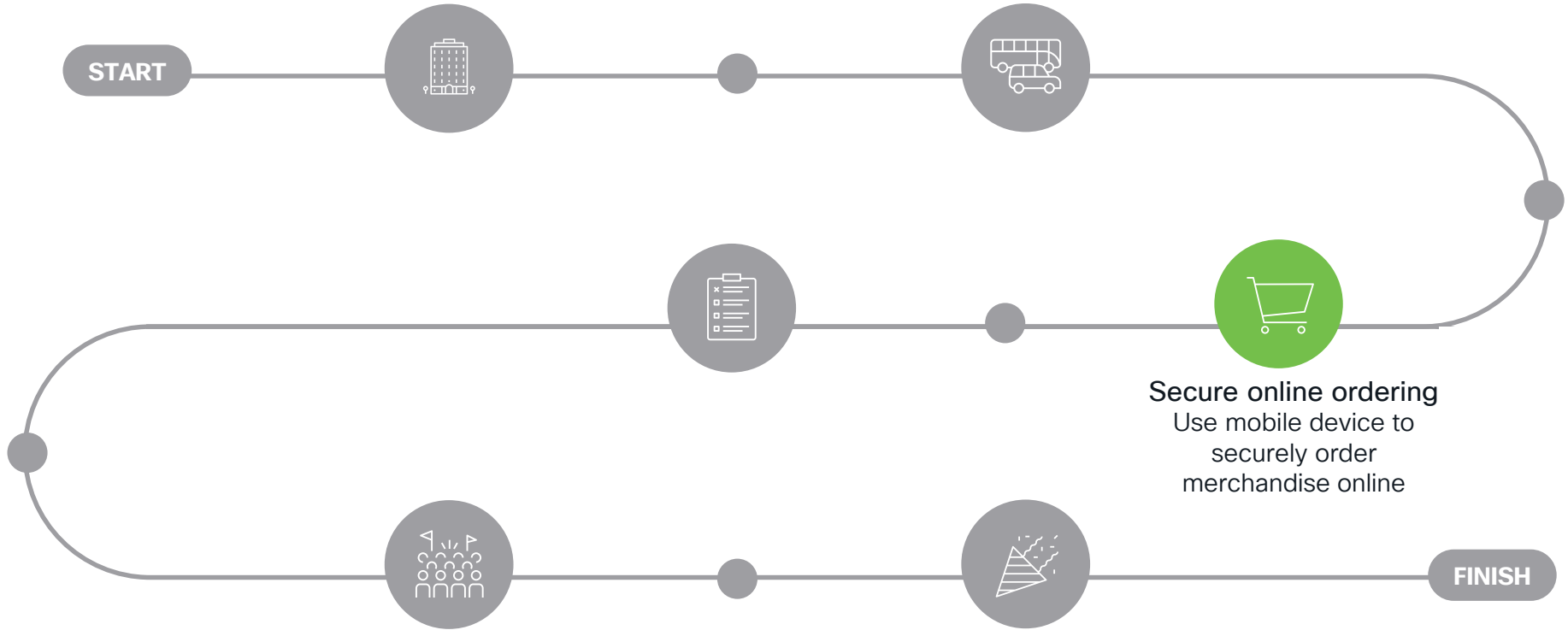
Super Fan Experience



Super Fan Experience



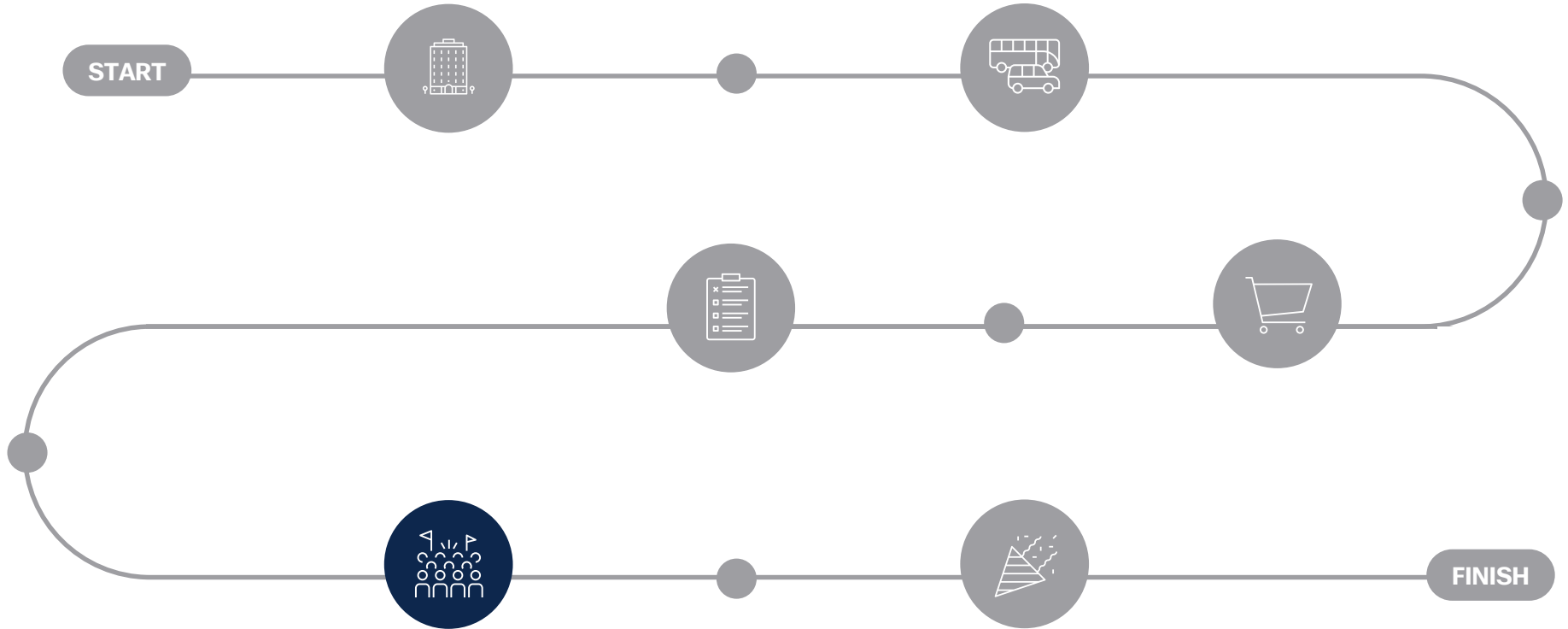
Super Fan Experience



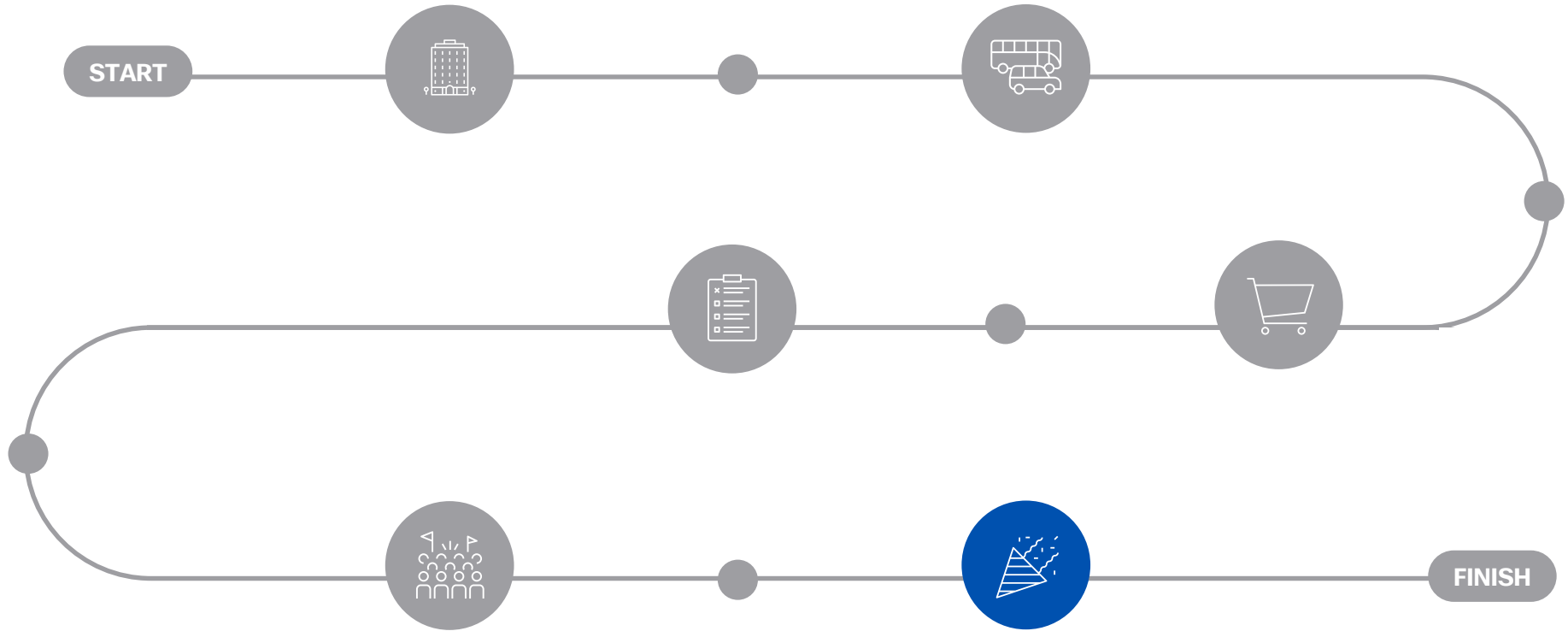
Super Fan Experience



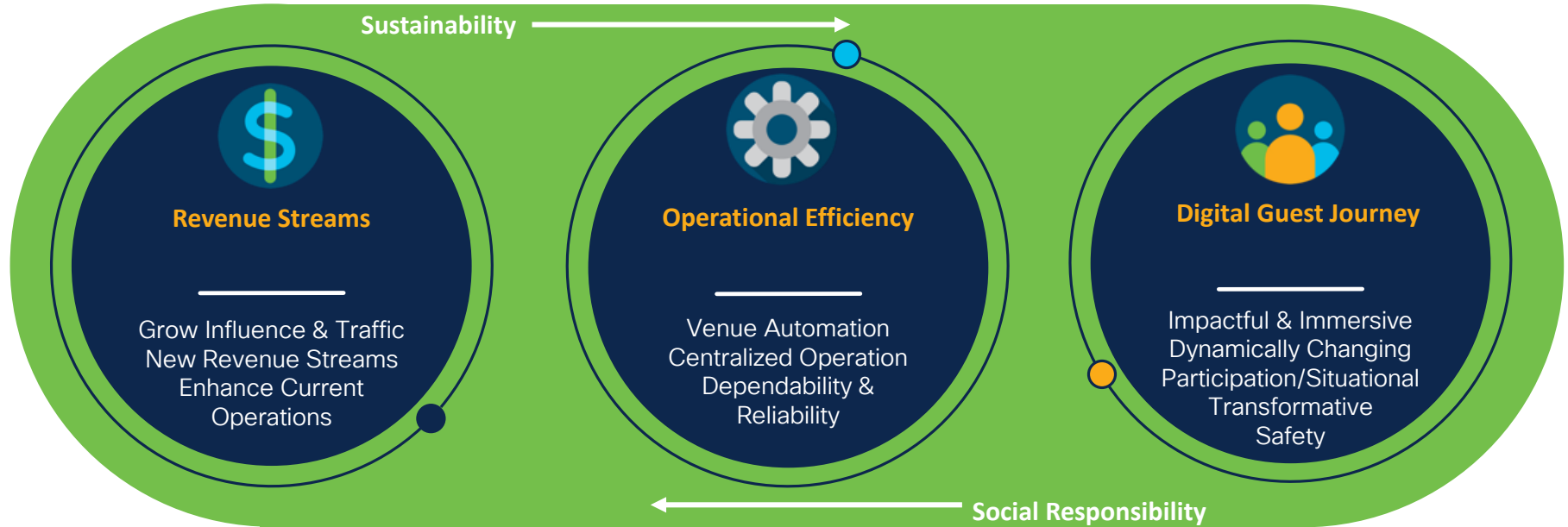
Super Fan Experience



Super Fan Experience



Key Business Outcomes for Sports, Media & Entertainment Hospitality and Retail Customers



Portfolio Explorer



Digital guest experience

- Mobile experience
- Guest experience
- Converged network



Operational efficiency

- Data and analytics
- Collaboration and communication
- Smart and sustainable venues
- Threat detection
- Surveillance and safety
- Enabling hybrid cloud

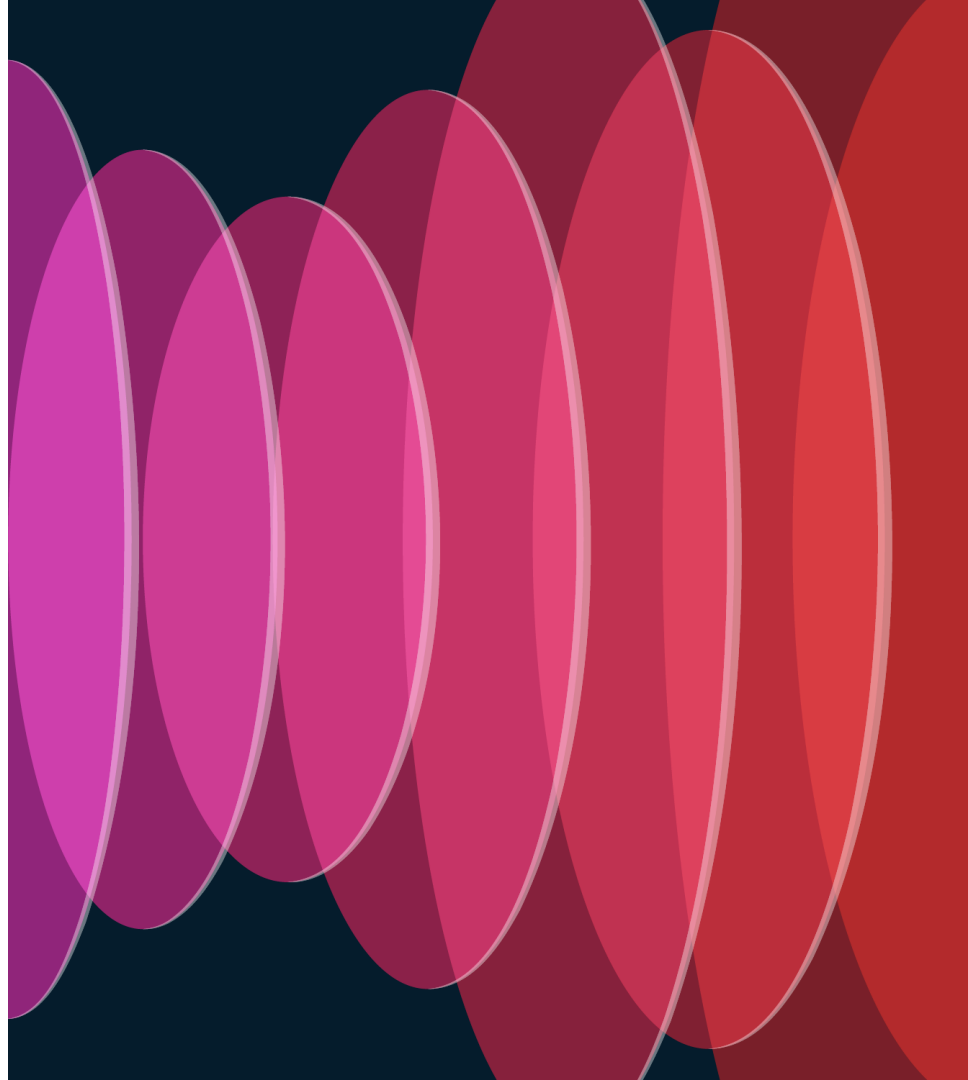


Revenue streams

- Efficient LPV broadcast production
- IP broadcasting (IPFM)
- Dynamic visual engagement

Integrated Fan Experience Video

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Thank you

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