Case Study Assignment
[Team Liquid]

Customer Story: Team Liquid, <u>Team Liquid: Mining rich esports data to help players, managers, and teams compete and win (sap.com)</u>

Customer profile	Digital transformation impacts
- Sports and Entertainment Industry - Team Liquid is a multi-regional professional esports organization based in the Netherlands. - An esports organization that sought to enhance data analytics for its players, managers, and teams.	- Reduced game analysis time by shifting from manual to automated processes. - Enabled rapid analysis of live game moves and game replays, providing actionable insights in seconds or minutes. - Reduced IT complexity, eliminating the need to maintain a set of disparate tools and data sources.
SAP solution technology areas	**Case study material includes**
- SAP Business Technology Platform (SAP BTP). - SAP HANA Cloud database - SAP Analytics Cloud	- Videos, text-based information describing SAP engagements. - The challenge and result of SAP solution

Sports and Entertainment - Macro Trends:

1. Generative AI: Like data analytics and machine learning, generative AI is making its mark in sports.
2. Fan Data Aggregation: Sports organizations are investing in aggregating and managing extensive fan data programs. Building proprietary fan databases is a priority to enhance fan engagement and drive personalized experiences.
3. Smart venues (for example, using AI to analyze crowd sentiment, apps for fast check-in)
4. Cybersecurity (threats to the data of fans, athletes, or performers), attacks on streaming platforms)
5. eSports (the rise of Mobile technologies, the importance of customer experience)

Sources:
https://pages.community.sap.com/topics/sports-entertainment
https://www.startus-insights.com/innovators-guide/sports-tech-trends/
https://www.deloitte.com/global/en/Industries/tmt/perspectives/sports-industry-outlook.html

In the Team Liquid customer story, the customer's motivations are:

- Improving the game experience by analyzing and visualizing historical game data and provide actionable insights for coaches, team captains, and players.

- Needed to automate data collection and analysis to extract more value from the vast amounts of data it generated.

In the Team Liquid customer story, the customer's business goals are:

- Improve customer engagement (improve the game experience to increase user engagement)
- Automate processes
- Improve visibility and quality of decision-making data (access to game statistics so that coaches, team captains, and players can improve player skills and performance)

Analysis Frameworks

(a) To understand more about the customer's business goals in the Team Liquid customer story, I have selected the **Strengths Weaknesses Opportunities Threats (SWOT)** analysis framework and a **design-thinking analysis** approach.

(b) A key business goal for the Team Liquid is to improve their customer (fan) engagement. I chose **SWOT analysis** because the results will help the Team Liquid build on their strengths and understand how to seize new opportunities for attracting fans. I may also use the **PESTLE** (Political, Economic, Social, Technology, Legal, and Environmental) analysis model along with the SWOT model to see the full picture here. A possible weakness of a SWOT analysis is that it will not help me decide what are Team Liquid's priorities. I will have to work with the customer to understand which of the issues identified in the SWOT are the most important for them.

I chose a **design-thinking analysis** approach because that will challenge any assumptions I might have and help put me in the shoes of coaches, players, and fans to design solutions that meet their needs. A possible weakness of design thinking is that it requires strong user participation to be successful – I would need to convince my customer that encouraging the coaches (users) to participate will help the team design a more creative, inclusive solution.

(c) SWOT Analysis (Optional)

Strengths	Weaknesses
- Enormous reach and fan engagement	- Competition for fan attention with other sporting leagues and other sources of entertainment
Opportunities	Threats
- Digital technologies can increase fan engagement, interaction, and reach	- Crisis/catastrophe (for example, pandemic) disrupts the ability to play live games or exhibitions

Project Team

I will be a **functional consultant** on the Team Liquid SAP project team. I have chosen this role because I want to use my sports industry and analytics experience to help coaches to boost their players' skills and ultimately enhance fan engagement with NHL games.

As a **functional consultant**, I will work with the Team Liquid customer team to understand how SAP can help them to improve player skills and increase their fan engagement. This could involve designing new processes or coming up with product solutions. The key skills I will bring to the project are:

● **Strategic thinking** to help me analyze the user's environment and understand the challenges they are facing.

● **Communication skills** to actively listen to the customer, reflect and then explain possible solutions clearly and simply.

● **Business acumen**, that is, my understanding of how the customer's business works

● **Collaboration skills** to work with and build effective relationships with my colleagues, the customer, and any other stakeholders.

● **Functional skills** to understand the customer's business problems or pain points and how SAP and other technology could help solve them.

To deliver the Team Liquid SAP implementation, the ideal project team would include the following roles and mix of expertise/skills:

● A **project manager** responsible for building a business case for the project, setting up the schedule, setting up methods for tracking and reporting progress, determining priorities, budgeting, monitoring costs, and communicating with and supporting the team.

● A **technical consultant** who has functional experience in analytics. It would be ideal if these consultants also have domain experience in the sports and entertainment industry. They could then explain how technologies like the cloud could support the Team Liquid's goal to boost player skills and thereby improve fan engagement.

● A **technical consultant** who has experience with designing and implementing cloud solutions, in this case for SAP HANA Cloud. Also, a technical consultant who has experience with designing and implementing SAP Analytics Cloud (SAC) solutions. It would be ideal if these consultants also had domain experience in the sports and entertainment industry.

● A **data analyst** to work with the team to provide further insights.

The team will collaborate to deliver the Team Liquid SAP implementation by:

● Planning the project including setting goals, scope, standards, roles and responsibilities.

● Holding a kickoff meeting to give the customer and other teams an overview of the project and the agreed plan

● Identifying customer stakeholders and building effective relationships with them

● Working with customer stakeholders to explain possible solutions and approaches clearly and simply

● Providing functional or domain insights relevant to the sports and entertainment industry to help the customer understand the proposed solutions or approaches

● The technical consultant will work closely with the functional consultant to translate functional specifications to technical specifications.