

SAP Sports for Collegiate Athletics

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<https://www.youtube.com/watch?v=b4LJ8B4LQCQ>

Sports Target Market Segments



Professional Sports Leagues



Collegiate Athletics (Associations & Conferences)



Professional Sports Teams



College Sports Teams



Sports Venues (Pro & College)



Physical Fitness Facilities



Sporting Associations



Sporting Camps



Racing (including track operations)

NA Priorities



Unique Aspects Of The Sports Industry

1

Majority of Sports accounts are **<\$400M** in revenue - **SME** mindset

2

4 main revenue streams – Gate (~33%), Sponsorship (~29%), Media Rights (~24%), Merchandise (~14%)

3

Two independent businesses under single global brand: Team + Business

4

60% - 80% of costs are tied up in player salaries (Pro Teams Only) Business operates on a shoestring budget.

5

Player salaries growing year over year (Pro Teams Only) Dependence on winning and growing revenue



4. Grow Global Fan Base / Deepen Brand Loyalty



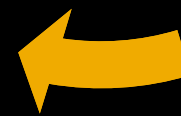
1. Competitive Team



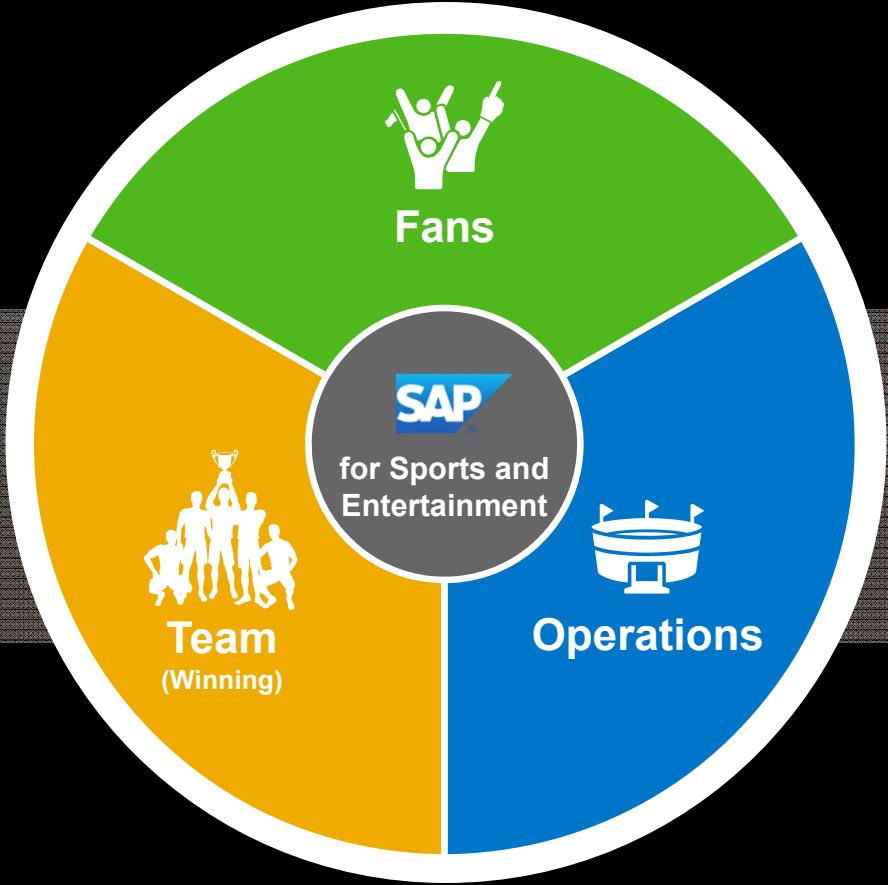
3. Sell Sponsorship & Media



2. Sell Gate & Merchandise



Sports Accounts Care About 3 Key Things – And SAP Has Solutions For Each



The SAP Solution Portfolio for Sports & Entertainment

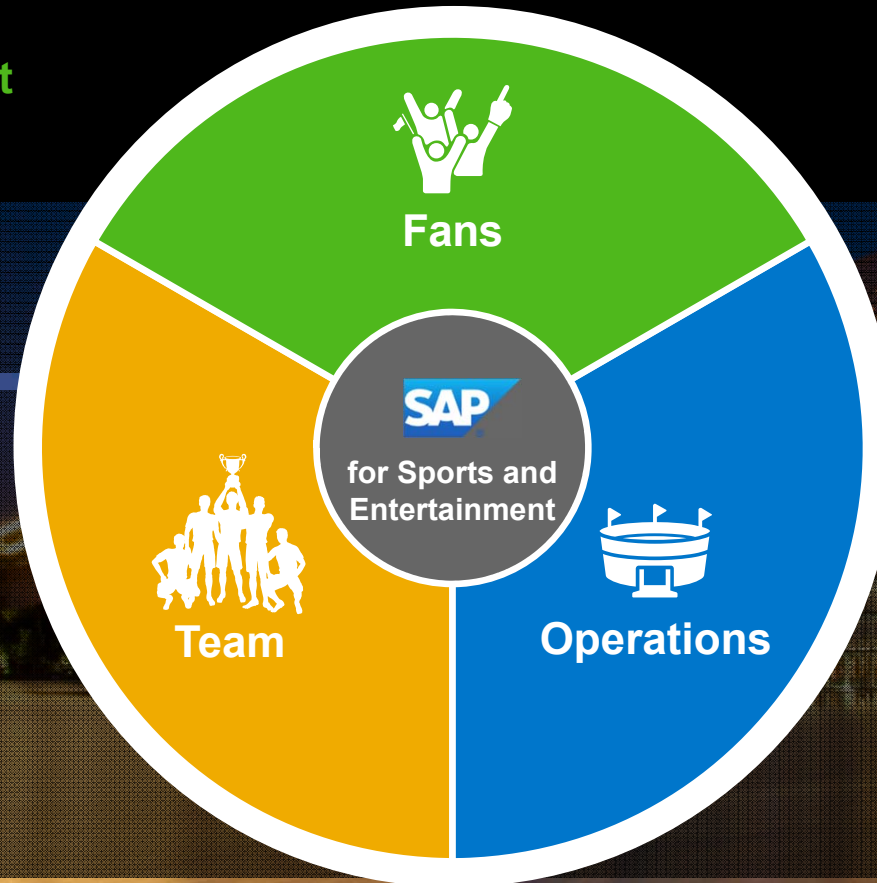
Marketing & Engagement

- Fan Engagement
- Fan Analytics
- Fan Loyalty
- Marketing

Team Performance

SAP Sports One

- Team Management
- Training Planning
- Player Fitness
- Performance Insights
- Team and Player Analytics
- Scouting



Sales & Commerce

- CRM
- Ticketing
- Commerce

Business & Venue

- Finance
- Purchasing & Inventory Management
- HR & Contingent Workforce
- Travel Management
- Management Dashboards

Leaders In Sports & Entertainment Run SAP Solutions

Team Performance



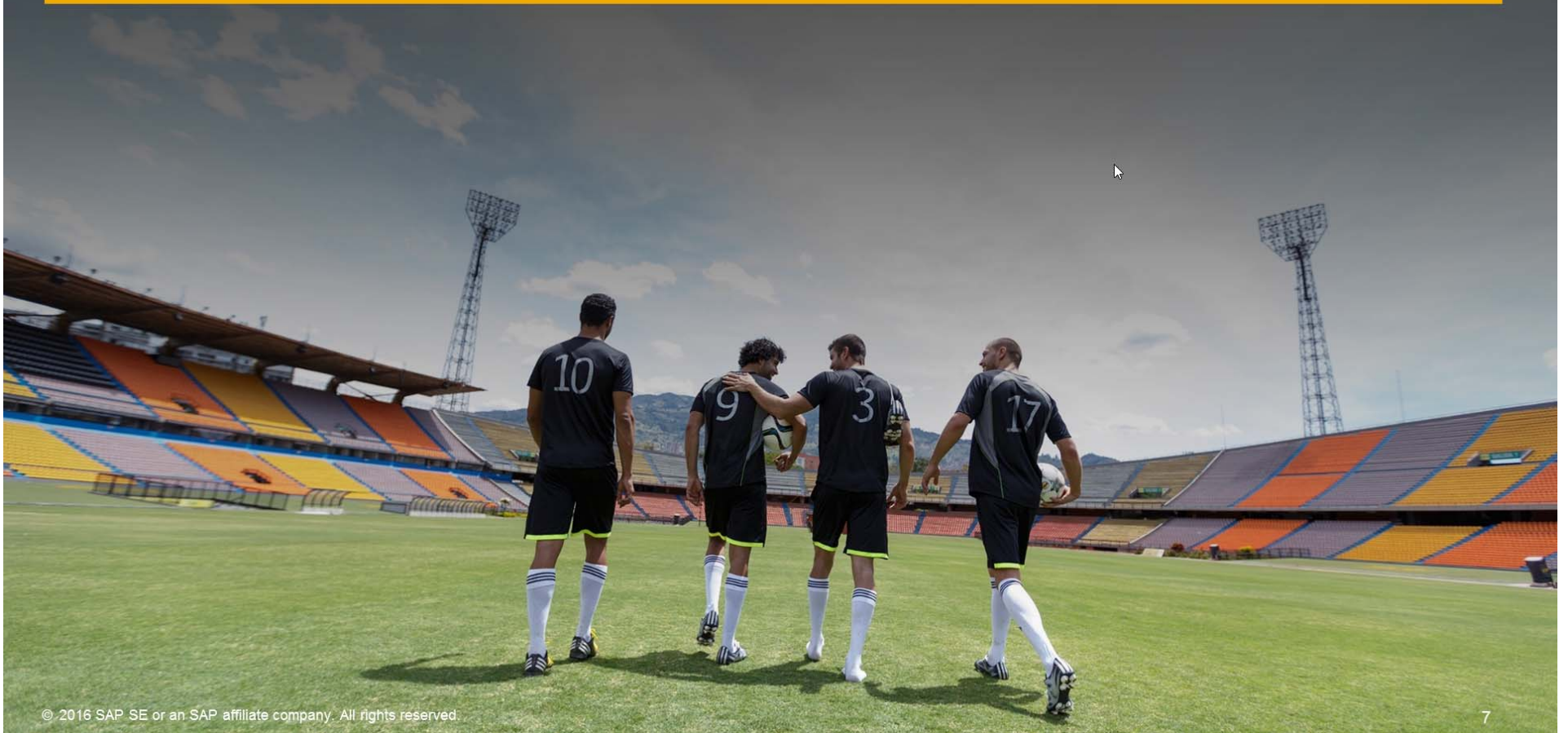
Fan Engagement



Business and Venue Operations



TEAM



SAP Solutions for Team

SAP SPORTS ONE



Team Performance

- Gain a holistic view with a real-time platform
- Performance management
- Injury prevention
- Wearables!!! Maximize Big Data



SAP Success With The DFB – leads the way for Sports One



Short Overview



Player Feedback



Oliver Bierhoff Interview



TV Interview



SAP Sports One

Modular and integrated Team Platform



Sports One for Football

Applications

Team One – Mobile App



Training
Planner



Player
Fitness



Performance
Insights



Scouting



Team Manager



SAP Sports One

Role-based access to relevant information



SAP Sports One Demo

SAP SPORTS ONE



SAP

FAN



What Do **Marketing & Sales Buyers** Care About?

Fan

How can we grow revenue?

- Grow revenue YoY despite fixed seats and schedule
- Win the growing competition for fan's / customer's share of wallet
- Identify their fans
- Grow the global fan / customer base and deepen brand loyalty
- Meet high fan / customer expectations for engagement, convenience, and recognition

Multiple channels are used to communicate with your audience

Disconnected Solutions Create Fragmented Customer Profiles

phizle



Consolidate behavior across channels so you can better engage your customer.....



John Smith

Age: 35
Gender: Male
Address: 352 Broad Street
City: Hartford
State: CT
Zip: 06072

FAN RANK

Fan Details

- Profiles
- Topics of Interest
- Campaigns
- Blasts
- Loyalty Programs
- Tickets
- Purchases

CUSTOM FIELDS

Own or Rent? Own

...The only way to truly understand your customer is to analyse their behavior in aggregate

The Result

Monetizing Engagements to Maximize Revenue Opportunities

phizle



Point of Sale



Impressions



E-Commerce

90+ Universities & Colleges



Duke Athletics Basketball Stats: Project Framework:

- Primary Objective:
 - Enhance and improve the existing Basketball Visualization Platform:
- Success Criteria:
 - Always keep the content current.
 - Campus involvement: By Duke, for Duke.
 - Increase Fan Engagement
 - Replicate all of the current rich database query functionality, with added visualization capabilities.

2014-15 Season Averages											
Player	GP	GS	MPG	FG%	3FG%	FT%	RPG	APG	BPG	SPG	PPG
Jahlil Okafor	38	38	30.1	.664	.000	.510	8.5	1.3	1.4	.8	17.3
Quinn Cook	39	39	35.8	.453	.395	.891	3.4	2.6	.0	1.0	15.3
Justise Winslow	39	39	29.1	.486	.418	.641	6.5	2.1	.9	1.3	12.6
Tyus Jones	39	39	33.9	.417	.379	.889	3.5	5.6	.1	1.5	11.8
Amile Jefferson	39	26	21.3	.631	.000	.554	5.8	.8	.7	.6	6.1
Matt Jones	39	14	21.7	.410	.376	.714	2.3	1.0	.1	.9	6.0
Grayson Allen	35	0	9.2	.425	.346	.849	1.0	.4	.1	.3	4.4
Rasheed Sulaimon	20	0	19.3	.413	.404	.667	2.0	1.8	.1	1.0	7.5
Marshall Plumlee	39	0	9.6	.762	1.000	.710	2.4	.3	.6	.2	2.2
Semi Ojeleye	6	0	10.5	.278	.250	.571	2.3	.2	.0	.5	3.0
Nick Pagliuca	11	0	1.6	.200	.250	.000	.4	.1	.0	.0	.3
Sean Kelly	10	0	1.2	.000	.000	.000	.0	.2	.0	.0	.0
Totals	39			.503	.387	.697	36.0	14.9	3.7	7.0	79.3

Source: Database statistics by Curtis Snyder

#DukeMBBStats : Sneak Preview

D MEN'S BASKETBALL HOME INDIVIDUAL STATS SEASON STATS OPPONENTS PROGRAM RECORDS NBA STATS ABOUT

5-Time National Champions
DUKE BLUE DEVILS

CURRENT SEASON LEADERS

POINTS	REBOUNDS	ASSISTS
 Jahill Okafor 647	 Jahill Okafor 310	 Tyus Jones 215

PREVIOUS GAMES

SUN, MAR 22	FRI, MAR 27	SUN, MAR 29
vs. San Diego State at Charlotte, N.C. 68 - 49 (W) Stats Recap	vs. Utah at Houston, Texas 63 - 57 (W) Stats Recap	vs. Gonzaga at Houston, Texas 66 - 52 (W) Stats Recap

UPCOMING GAME

[Game Info:](#)
Date: WED, Feb 1
Opponent: NC State
Location: at Raleigh, NC
Time: 2:00PM

7 DAYS	7 HOURS	44 MINUTES
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All-Time Series:
Overall: 152 - 33
Home: 52 - 33
Away: 42 - 34
Reg Season: 42 - 34
Post Season: 42 - 34

INDIVIDUAL STATS SEASON STATS OPPONENTS PROGRAM RECORDS NBA STATS ABOUT

OPERATIONS



SAP Solutions for Operations



Business & Venue

- Scale the business globally via automation and efficiency
- Reduce costs / maximize profits
- Increase visibility & control across the business

Thank you!



Jim Cullen

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