SAP Sports for Collegiate Athletics

Jim Cullen - SAP Sports & Entertainment
Ryan Craig – Duke University Athletics
Johannes Lombard – LSI Consulting

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. Competitive Team
2. Sell Gate & Merchandise
3. Sell Sponsorship & Media

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

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

Two independent businesses under single global brand: Team + Business

60% - 80% of costs are tied up in player salaries (Pro Teams Only)

Business operates on a shoestring budget.

Player salaries growing year over year (Pro Teams Only)

Dependence on winning and growing revenue

Player salaries growing year over year (Pro Teams Only)
Sports Accounts Care About 3 Key Things – And SAP Has Solutions For Each

- Fans
- Team (Winning)
- Operations

SAP for Sports and Entertainment
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

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SAP Sports One
Modular and integrated Team Platform

Applications

Team One – Mobile App
Training Planner
Player Fitness
Performance Insights
Scouting
Team Manager
SAP Sports One
Role-based access to relevant information

Jürgen - Chief Scout
Gerry - Physio
Thorsten - Analyst
Frank - Admin
Pep – Head Coach
Toni - Team Manager
SAP Sports One Demo

SAP SPORTS ONE
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
Consolidate behavior across channels so you can better engage your customer……

...The only way to truly understand your customer is to analyse their behavior in aggregate
The Result
Monetizing Engagements to Maximize Revenue Opportunities

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

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*Source: Database statistics by Curtis Snyder*
#DukeMBBStats : Sneak Preview
SAP Solutions for Operations

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

**Operations**
- Management Dashboards
- Finance
- Travel Management
- Purchasing & Inventory Management
- Contingent Workforce
- Human Resources
Thank you!

Jim Cullen
SAP Sports & Entertainment