Sports Team Engagement Mobile App: Digitizing the Fan Experience Before, During, and After the Game

Table of Contents

Introduction

Sports fans want to belong. They see professional sports teams as an extension of their 'sense of self'. Similarly, when it comes to professional sports teams, you want people to have more than a level of awareness. You want fans to be a part of the team, call your stadium or venue home, and bond together through the wins and the losses.

But, today's fans don't just want to watch the experience; they want to be at the center of it. That is where an integrated approach to fan engagement begins—at the intersection of what teams / brands want and what fans need.

The contributing factor to enhance fan engagement is leading with a mobile—first mindset. The goal here is to enhance the fan experience, not distract from it, which can be achieved by creating experience—driven touchpoints, such as:

- Instant communications

- Team and stadium familiarity

- Tailored content

- Personalized in—app offers

- Integrated in—stadium activations

These types of features and solutions create an all—access, all—inclusive mobile app experience that make being a fan easier, quicker, smarter, and more meaningful. Stadium operators and club owners towing the line with tech and innovation have an advantage over the competition—they can collect insights and measure fan behavior that can be used to further improve venues, teams, tools, and offerings.

- 365 Connected Fan Opportunities

- 24 / 7 Brand and Team Awareness

> ## "Our partnership with Avaya has accelerated our own digital transformation. We are now able to offer a digital fan experience, and together with Avaya, we will continue to innovate."
>
> **—Jared Shawlee,**
> COO San Jose Earthquakes

Powered by Avaya's cloud technology, our Sports Team Engagement Mobile App is a key differentiator for stadiums of the future, creating a connected gameday experience for the modern fan.

This white paper examines the value of a proprietary sports team app and their effectiveness at ensuring sports fans have their finger on the pulse of your brand's activity before, during, and after the game.

Experience is Everything in the World of Sports

In addition to winning, venue and club operators should focus on digitizing the sports experience and keeping fans connected all season long.

For innovative and modern technologies to have a significant impact, you need a digital, active, and engaging identity for your brand to better serve the community of your fans, team, partners, vendors, and yes, even investors.

From the parking lot, to the concourse, to their seats, and everywhere in between, a Sports Team Engagement provides instant—access to important gameday information. But most importantly it comes to creating a mobile fan engagement environment that delivers several win—win factors:

- Promote team spirit

- Foster a community where fans can interact with other fans and players

- Provide fans with the ability to view, buy, and sell tickets to matches / events

- Navigate and maximize the in—stadium experience

- Influence fan behavior through geo—targeted marketing, instant offers, and loyalty rewards

But most importantly, the best offensive and defensive strategy starts with a seamless, mobile—led approach to fan engagement that can manifest in many ways, from on—site, touch—activated, multi—sensory, virtual experiences… to off—site communities.

Immersive Gameday Features

Digital transformation in sports and entertainment requires 21st—Century technology and solutions that power great engagement to help venues create a strong relationship with fans. As drivers of digital transformation, we power an innovative approach towards fan engagement that starts with a mobile—first mindset and a robust feature set for an immersive game day experience.

Our Sports Team Engagement App is built with cloud technology on an agile, scalable platform that allows sports and entertainment venues to create a custom experience within their own identity and brand standards

Digital Tickets

Season ticket holders, fans, and visitors alike will experience easier ticket management, shorter lines, and less hassle when they visit your venue.
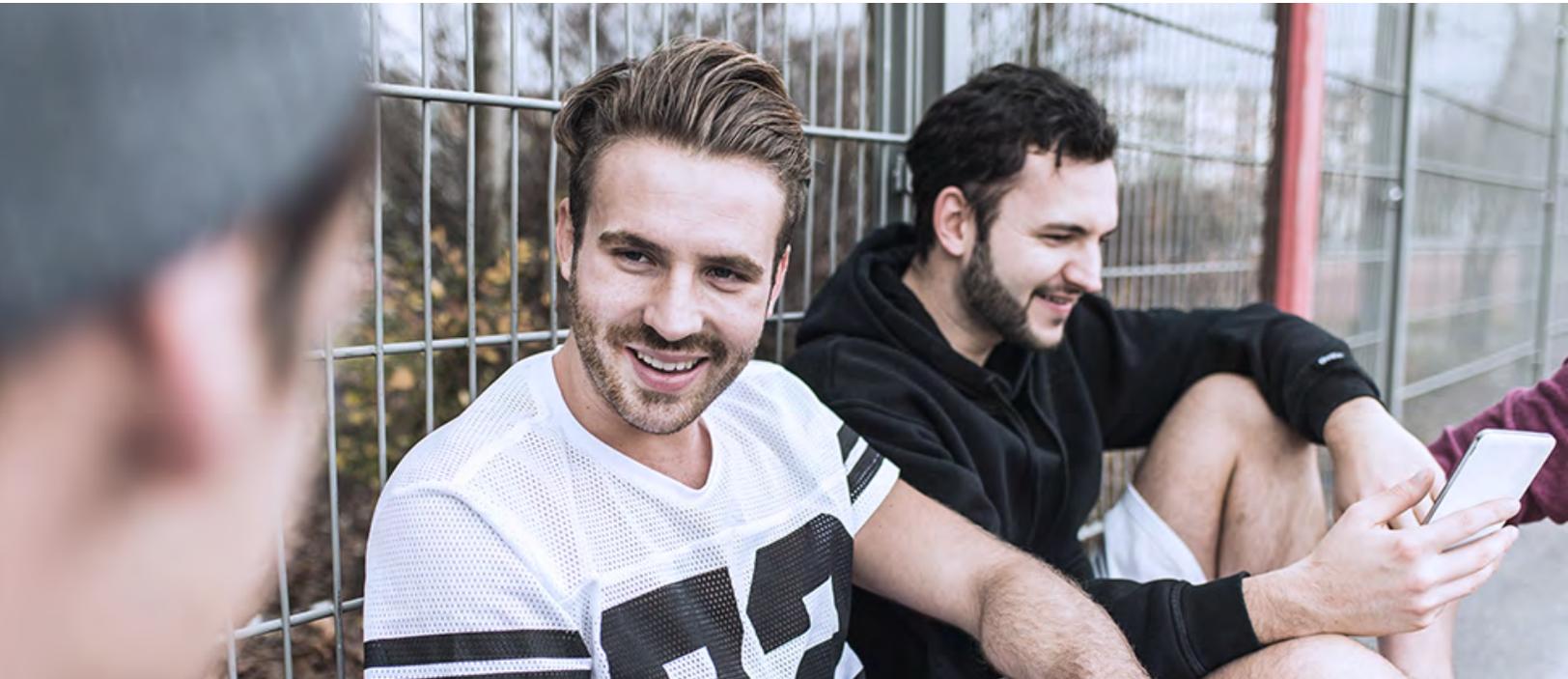
> **"With the infrastructure we have in place, we are able to be a leader in technology as a team, and be one of the first MLS teams to go with all digital tickets."**

—**Richard Fedesco**,
Vice President, Business
Operations & Analytics
San Jose Earthquakes

Stadium Information

Fans can familiarize themselves with your venue and map out amenities, guest services, stadium assistance, their seats, and an A—Z guide for simple answers to ANY of their questions.

Activity Stream

Fans can have their pulse on hot topics across Instagram and Twitter by accessing the activity stream that aggregates trending social chatter into one collective stream so they can stay connected with the players and other fans.

Game Schedule

Fans can scroll through upcoming games, home and away, with detailed matchup info. Planning out their personal season schedules is easier, they can even buy tickets to see their two favorite teams, or rivals, face off.

Team Data

Users can check out your team or brand's latest roster, digital player cards, and connect with their favorite players on social media for a more integrated approach to what it means to be a part of a 'team' and your community.

Each feature provides a deeper level of engagement for fans before, during, and after the game that is currently unrivaled in the world of sports.

The mobile app platform allows anywhere, anytime connections with your team, stadium, or brand from their mobile device.

For example: targeted geolocation promos for special offers, or in—stadium polling to influence music, ambiance etc.

> "Avaya's cloud solutions deliver the personalized and mobile—first experiences today's connected fan demands, allowing sports and entertainment operators to focus on delivering the team, competition, and goals that are worth coming to the arena for."

—**David Chavez**,
Vice President of the
CTO Avaya

In—App Features

- Ticketing
- Parking
- Schedule
- Activity Stream
- The Team
- Notifications / Polls
- Fan Engagement
- Stadium Information
- Merchandise

- Concessions
- Social Media
- Info / Support
- YouTube Video
- Stadium Assistant
- Leading UI / UX
- User Profiles
- FANalytics
- Content Management

Integrations

- Geo—Location and Beacons
- Fan Engagement Wall

- Ticketmaster
- MLS Matchday

Mobile App

Stadium Info with Ibeaconing

Interactive Polling
With in—stadium incentives

Live Communications
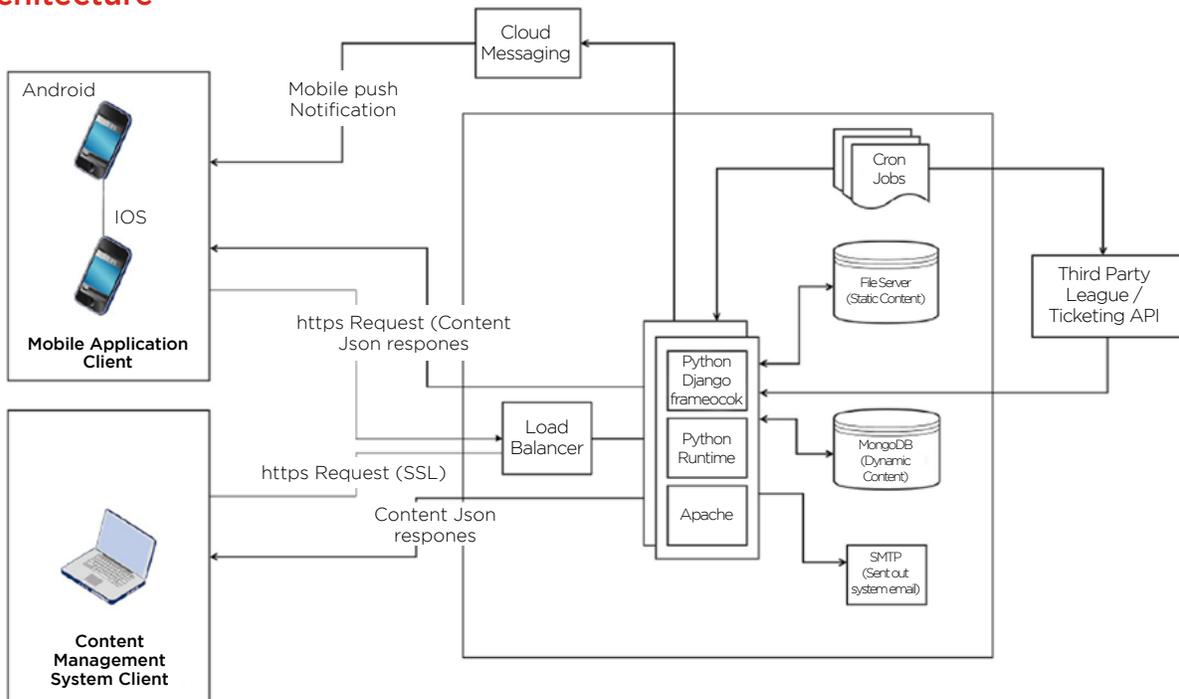With stadium assistan

Ticketing Parking & Merchandise

A Smart Digital Experience
Pre, during and post game

Fun Facts & Digital Player Cards

Game Activity Stream

Architecture

Driving Fan Engagement with a Mobile—First Mindset

Mobile should be at the center of every fan engagement strategy. Our always—on, on—demand, demand—generation society is giving rise to a new era of fan engagement and what it means to provide innovative, connected solutions for the modern fan.

Today's fans are:

- Driven, engaged, and intelligent, with instant mobile access to even more information

- Tech savy and up to date with the latest devices, services, and apps

- Expectant of integrated experiences that make their lives more convenient

- Searching for experiences that exist beyond the walls of the stadium: before, during, and after each event

The modern fan is motivated by social and mobile experiences that need to be built into the stadium in order to transform the fan engagement experience for pre, during, and post—game excitement.

72% of fans own a smartphone.

The mobile app platform allows anywhere, anytime connections with your team, stadium, or brand from their mobile device.

Framework

Mobile App

iOS Version

- **Main Code Development Platform:**

- Swift Cocoa Touch Framework (Based on Swift 3.0, Apple standard native app programming language)

- **Additional Libraries (for enabling functionality):**

- GTMBase64

- Analytics

- AFNetworking

- Reachability

- SwipeView

- SSZipArchive

- SDWebImage

- PDFviewer

Android Version

- **Main Code Development Platform:**

- Custom MVC Platform (Native)

- **Additional Libraries (for enabling functionality):**

- Okhttp

- Retrofit

- Fresco

- RxJava

- Logger

- NineOldAndroidsmanagement

CMS

Content Management System

- **Main Codebase, Web Services, APIs:**

- Python—Django Framework

- **Web Services and APIs:**

- Specific to the integration provider / vendor

Cloud Servers & Database

Servers Hosting CMS and App Code

- **App Engine Cloud—Hosting:**

- Dynamically scaling Application hosting and services

- **Cloud Storage:**

- File, asset, and image storage (encrypted)

Database

- **Cloud Datastore:**

- NoSQL high performance indexed DB for large data sets and quick access (similar to MongoDB)

Notifications

OS—Level Push Notifications (iOS & Android)

- Main & Custom Services:

- Cloud Messaging (based on Apple Push Notification Services)

- Custom—written scheduling and entitled / targeted notifications

Mobile should be at the center of every fan engagement strategy. Our always—on, on—demand, demand—generation society is giving rise to a new era of fan engagement.

The mobile app platform allows anywhere, anytime connections with your team, stadium, or brand from their mobile device.

Security

General / App Data

- **SSL for Cloud Services:**

- All transactions between App and Servers / DB are proprietary and encrypted

Content Metadata & Other App Data

- **Cloud Storage:**

- 256—bit Advanced Encryption (at rest)

Content Files

- **Google Cloud Storage:**

- 256—bit Advanced Encryption (at rest)

User & App Data

- **Cloud Datastore:**

- 256—bit Advanced Encryption (at rest)

For More Information

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