ORACLE

The Connected Fan Journey: From Beginning to Beyond

Learn how to engage sports and entertainment fans year-round to elevate their experience inside and outside the venue with Oracle

A 360 approach to fan engagement

Fans following their favorite sports team or band don't just show up to a venue on game day or the day of a concert. Staying engaged with what they love in today's digital world means fans can connect year-round both inside and outside the venue. This creates opportunities for venue operators to monetize the fan experience in new ways.

But when and how does the fan journey begin? With the right technology, fans can engage minutes, hours, days, even months prior to any in-venue game or event and continue their connected journey throughout the year.

Personalization is key to connecting the fan with the experience. Since everyone interacts with technology differently, that technology needs to be able to serve the specific needs of each fan. Oracle solutions can help venue owners facilitate this personalization and ensure an experience that feels bespoke and seamless. Below demonstrates how two different fans use technology powered by Oracle to stay connected before an in-venue event—rewarding not only them, but the teams or talent, and the venue operators.

The casual fan:

Downloads loyalty program app two months before game day for rewards and discounts → Participates in online poll about a favorite player and receives beer discount for next visit to the venue → Receives in-app reward for concession discounts by arriving one hour before game time → Game starts at the venue

The avid fan:

Year-round ticket holder for favorite sport's team and purchases VIP suite at the venue → Pre-orders premium food and beverages before game time for 25 guests to enjoy in the VIP suite → Game starts at the venue

Redefine the in-venue fan experience

It's event day and fans have arrived at the venue. Once inside, they enjoy unique digital experiences demonstrating a range of in-venue preferences and behaviors.

The casual fan:

Skips the hassle of long lines by purchasing food and drinks through in-seat mobile ordering or from the convenience of a kiosk for pickup or in-seat delivery

Receives in-app discount to purchase apparel at the venue's store

Earns in-app bonus points for using contactless payment in the venue

45%

of fans have abandoned concessions stands due to long lines.

Source: Oracle

The avid fan:

Easily orders menu items that cater to dietary restrictions so everyone attending can enjoy in-suite dining

Easily pays for entire food and drink order in the suite with simplified payment option

Venue operator benefits:

- Oracle understands that for sports and entertainment venue operators, there's a short monetization window to sell food, merchandise, and other perks to event attendees.

- On event day like the big game, Oracle provides the resiliency and simplicity venue operators need to get the most out of an in-venue event.

- Accept payments across different channels, manage menu items, and track inventory depletion all with the simplicity and security provided by Oracle.

- Wi-fi goes down at the venue? No problem. Oracle solutions can operate offline so venue operators don't lose out on any potential sales during the event.

Fan engagement beyond the venue

The event may be over, and the fans have left the venue, but engagement doesn't stop there. With ongoing incentives, fans can continue to connect with what they love as they gear up for future events at the venue. With Oracle solutions, they can:

Unlock exclusive content about a favorite player after game day

Participate in polls to unlock discounts and other purchasing opportunities

Earn rewards for reviews and earn in-app badges for extended perks

Engage with the venue in new ways by receiving information about other upcoming games and events at the venue

Take the fan journey year-round with Oracle solutions

Orchestrate the fan journey and maximize revenue in and out of the venue. Achieve operational excellence with Oracle without the hassle of assembling clunky, multi-vendor solutions.

- Enable personal reward redemption, gamification, and loyalty perks with **Oracle CrowdTwist.**

- Simplify and streamline in-venue mobile, tablet, and kiosk ordering with **Oracle Simphony.**

- Unlock transparent cost structure, enable smooth end-to-end payment processing, and perform back-end data reporting with **Oracle Payments Cloud Service.**

- Elevate the in-suite experience with premium ordering with **Oracle Suites.**

Ready to get started? Learn more today.