



# GAME CHANGER

6 ways to unleash the power of technology in sports  
for competitive advantage

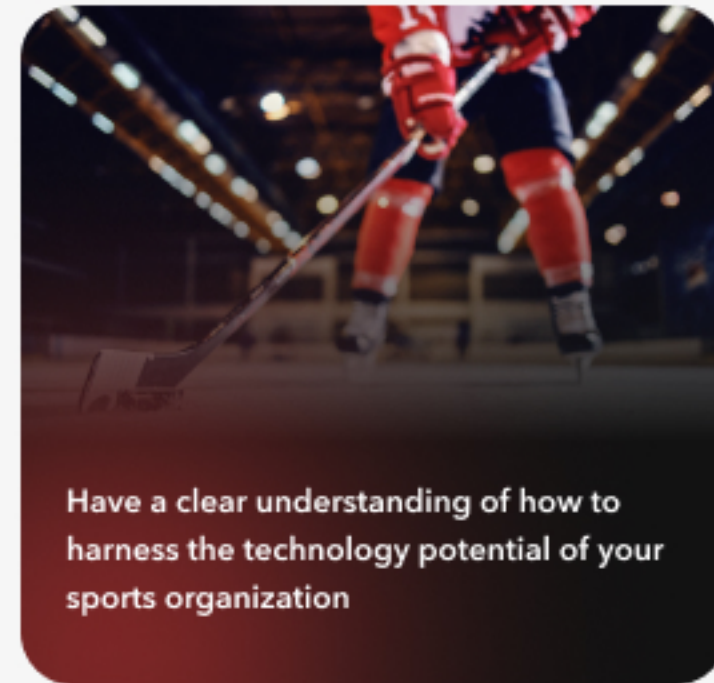




In the highly competitive and fast-paced world of sports, achieving a competitive advantage is crucial for success. The question is: **How can you gain that winning edge?** From data analytics to immersive fan experiences, these strategies will help propel your team to the forefront of success.

Revolutionize the way athletes perform, fans engage, and revenues soar by harnessing the power of technology!

By the end of this guide, you will:



Have a clear understanding of how to harness the technology potential of your sports organization

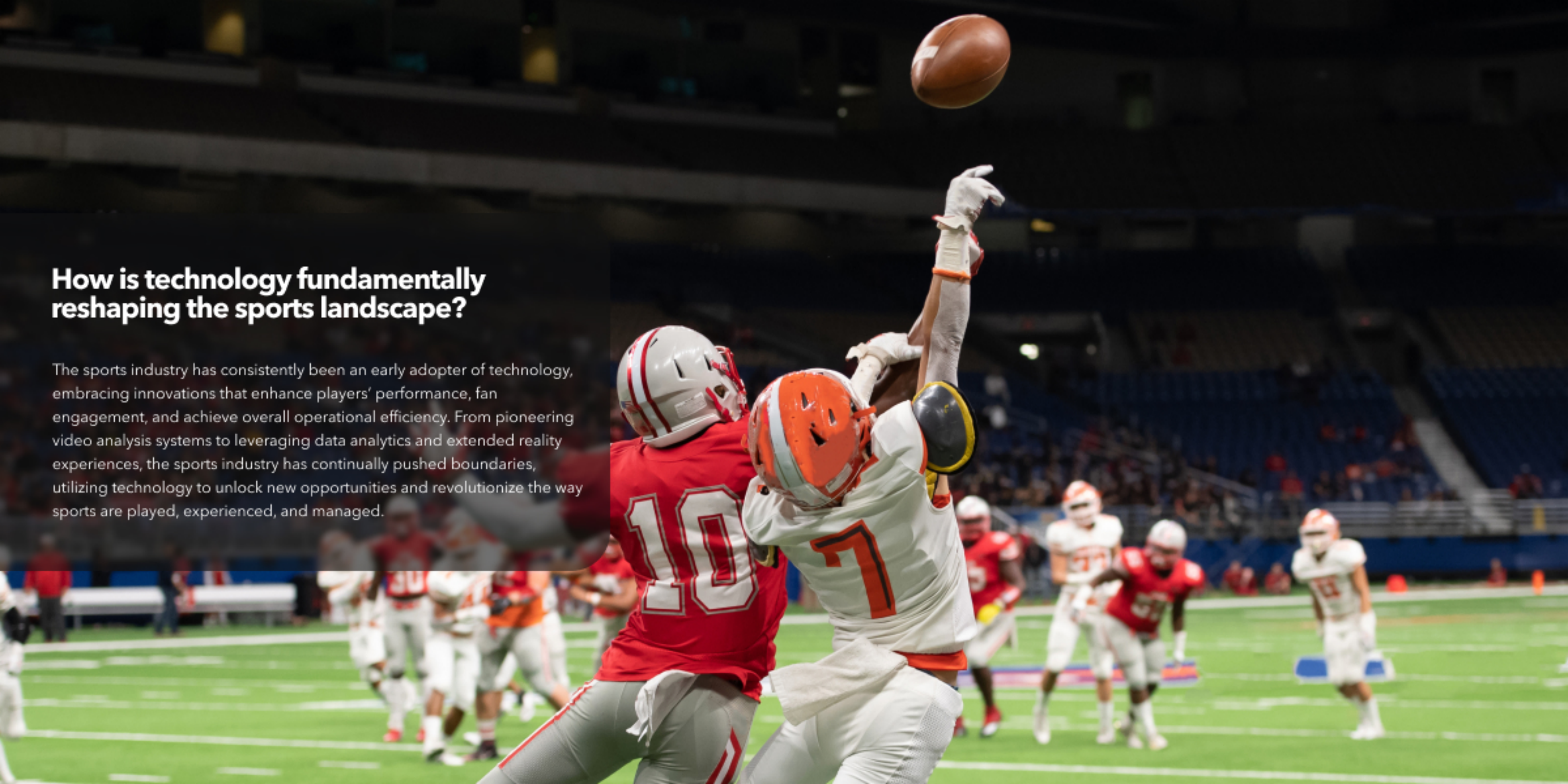


Equip yourself with the tools you need to stay ahead of the curve in this technology revolution



## How is technology fundamentally reshaping the sports landscape?

The sports industry has consistently been an early adopter of technology, embracing innovations that enhance players' performance, fan engagement, and achieve overall operational efficiency. From pioneering video analysis systems to leveraging data analytics and extended reality experiences, the sports industry has continually pushed boundaries, utilizing technology to unlock new opportunities and revolutionize the way sports are played, experienced, and managed.





## 1 | Advanced data analytics:

Uncover patterns, trends, and actionable intelligence that enable strategic decision-making, allowing you to meet fans on their preferred channels while delivering personalized experiences.

Utilize recommender systems powered by advanced analytics algorithms to suggest personalized seat recommendations based on fans' preferences, past seating choices, and venue layout.

Continuously monitor the effectiveness of your ticket sales and marketing efforts using key performance indicators (KPIs) such as conversion rates, ticket revenue, and fan satisfaction. Refine your strategies based on data-driven insights to optimize results.

### Tip ▼

Personalized offers delivered to customers at the right moment and through the appropriate channel can increase impulse purchases by up to 20%.





## 2 | Fan engagement platforms

Develop interactive fan engagement platforms that integrate extended reality to enable personalized experiences, live streaming, social media integration, and gamification.

Nurture fan loyalty, drive participation, and boost revenue through targeted marketing and tailored content. Integrate live streaming capabilities into your fan engagement platforms, allowing fans to access real-time game footage, interviews, and behind-the-scenes content.

Enable social media integration, allowing fans to share their experiences, interact with players and other fans, and amplify the reach of your brand while fostering a sense of community.

### Tip ▼

Engaged fans are more likely to support the team consistently, purchase merchandise, attend games, and advocate for the brand, ultimately driving long-term revenue growth and brand success.



### 3 | AI - powered health monitoring and recovery management

AI-powered biometric tracking systems enable continuous monitoring of players' vital signs, such as heart rate, oxygen levels, and body temperature.

With AI algorithms analyzing biometric data, teams can accurately assess players' fatigue levels and monitor their recovery progress, helping coaches and medical staff to make data-driven decisions about training intensity, workload distribution, and rest periods. By managing fatigue effectively, teams can optimize performance, reduce the risk of injuries, and improve overall player well-being

#### Tip ▼

Studies have shown a strong correlation between players' health markers and metrics such as sprint speed, agility, and overall match involvement





## 4 | Video analytics and performance tracking

Video analytics systems capture and analyze player movements, allowing coaches to delve into the intricacies of performance.

Coaches can review specific actions, such as shooting techniques, defensive positioning, or passing accuracy, frame by frame enabling a comprehensive understanding of players' strengths, weaknesses, and areas for improvements and identify patterns, pinpoint technical flaws, analyze movement patterns, and provide targeted feedback to enhance player skills, formations, and positional play, and evaluating their impact on team performance.

Coaches can review past games and analyze opponents' strategies, formations, and key players to devise effective game plans.

### Tip ▼

Use computer vision and AI-powered analysis tools to quickly process vast amounts of data, empowering coaches to develop smarter game strategies, adapt tactics on the fly, and outmaneuver opponents.





# 5

## Internet of things (IoT) for venue management

IoT devices embedded in sports equipment, stadium infrastructure, and wearables can collect real-time data like player performance metrics, equipment usage, facility conditions, fan behavior, etc.

Real-time data on occupancy levels, crowd flow, and concession stand usage can help streamline operations, optimize staffing, and enhance the overall fan experience. Sensors can detect equipment malfunctions or maintenance needs, allowing for proactive repairs and minimizing downtime.

Smart facility management systems can optimize energy usage, lighting, and security, reducing operational expenses and environmental impact. Connected surveillance systems, access control devices, and emergency response systems can detect and respond to potential threats or incidents in real-time.

### Tip ▼

Use this data to enhance operational efficiency, optimize facilities management, and deliver a seamless fan experience.





# 6

## Cloud computing

Leveraging the scalability and flexibility of cloud computing to store and process vast amounts of data securely allows teams to efficiently handle peak periods, such as ticket sales during a championship game, without incurring unnecessary costs during slower periods.

The team can access, manage, and analyze this data in real-time, gaining valuable insights that inform strategic decisions and improve operational efficiency.

Cloud platforms also adhere to industry-standard compliance requirements, such as GDPR or HIPAA, providing teams and players reassurance that their data is handled securely and in accordance with applicable regulations.

### Tip ▼

Organizations can achieve cost savings of up to 30% by migrating their applications and infrastructure to the cloud, according to a study published by Gartner.





## Client success story

# Game assistance through analytics

An NBA team aimed to transform their digital platforms to enhance the experience of their fans, coaches, and players while also seeking ways to optimize their internal workflows for efficient data-driven insights and decision-making capabilities.

### The Challenge:

The NBA Team wanted to improve fan engagement,

provide game assistance to coaches and players, enhance decision-making through IoT analysis, and increase the predictability of the supply chain for various aspects such as tickets, merchandise, perishables, stadium operations, and parking.



### How we solved it:

Applaudo's comprehensive approach involved harnessing diverse data sources

analyze game performance, enhance fan engagement, and optimize the supply chain. By cleansing and merging data, we enabled easy access to summarized statistics for informed decision-making.

By leveraging efficient data processing, we developed predictive models for player acquisitions, game strategies, fan behavior, merchandise, and perishable sales. Real-time object detection AI identified players and minimized collisions. Using historical data and machine learning, we predicted player performance, game outcomes, ticket sales, and more.

With real-time analytics and visualizations, we empowered coaches, optimized stadium operations, and personalized fan experiences. Through modernization and advisory services, we set our NBA client up for sustained success.

### Results:



Enhanced decision-making for coaches



Predictable Supply Chain for ticket sales, perishables, merch, parking, etc.



Hyper-personalized fan experience to increase brand engagement and wallet share.

### Testimonial:

*"The whole team went above and beyond crushing my expectations"*

**Director of Business Strategy**





## Conclusion:

The game-changing potential of technology in the sports industry cannot be overstated. By embracing AI, machine learning, advanced analytics, IoT technologies, among other sports organizations can transform athlete performance, elevate fan engagement, and achieve a significant competitive advantage.



# Gain your competitive edge with **Applaudo**



Applaudo is here to help sports organizations deliver amazing and effortless experiences at a scale. With our expertise in the sports industry, we understand the unique challenges and opportunities that come with engaging fans, optimizing operations, and maximizing revenue. Let us partner with you to create unforgettable moments for fans, streamline your processes, and drive success in the dynamic world of sports.

Leverage our expertise today

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