



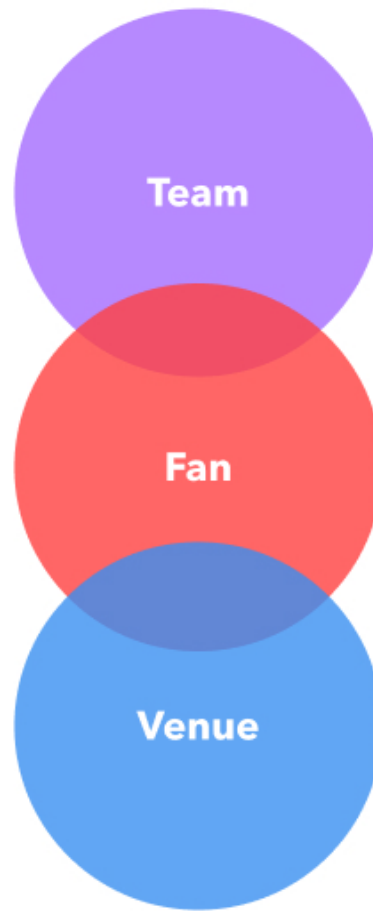
Stay one step AHEAD OF THE GAME



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.



Team

Analyze team data to optimize scouting, training, tactics, health & recovery, game-plan, and more!

Fan

Revolutionize your fans' experience, with engaging platforms, innovative and customized content, personalized offers, and accessibility. Understanding your fans' behavior and preferences is a game changer!

Venue

Optimize venue management, security, operations, merchandising, food court, and match/events logistics.

Enhance your strategy

- | | |
|--|---|
| 1 Advanced data analytics and customized visualization | 4 NFT marketplace |
| 2 Omni-channel fan engagement capabilities with hyper-personalization | 5 Venue management |
| 3 AI - powered health monitoring and recovery management | 6 Video analytics and performance tracking |



Drive business outcomes with data and design

By analyzing and monitoring data, businesses can proactively identify and mitigate potential risks, enabling effective risk aversion strategies and safeguarding their operations and reputation.

Identify patterns and gain relevant insights from your data to manipulate levers like loyalty, pricing, inventory fulfillment, etc. to gain the competitive advantage.

Data input

- Advertising performance report
 - Fan metrics dashboard
 - Social listening
-
- Player efficiency rating (PER)
 - Live results
 - Historical data and statistics.
 - Speed, vertical leap, strength, fitness
-
- Attendance
 - Logistics
 - Sales
 - Stock management



Levers

- Personalized marketing & communications
 - Fan experience - understanding behavior and preferences to customize engagement
-
- Players' training tracking
 - Game plan
 - Injuries and health monitoring
 - Team data dashboard
-
- Smart venue capabilities
 - Attendance and logistics management
 - Fan experience integration
 - Predictive data and real time insights

Business outcomes

Fan experience

Team performance

Venue management



Applaudo's data maturity assessment tool for sports



Limited

- Siloed data
- No mobile app
- Inconsistent customer experience



Random

- Limited insights
- Inconsistent strategy
- Disjointed KPIs & strategic goals
- Non transactional platforms
- No FAN ID login



Reliable

- Dynamic customer journey mapping
- Robust data insights
- Transactional platforms
- FAN ID



Embedded

- Omni-channel fan experience
- Integrated ecosystem
- Predictive analytics
- Centralized dashboards
- Enhanced risk detection
- Venue management
- Team performance analytics



Applaudo's consultative transformation model



Investigate

Quickly examine and understand all data sources (IoT devices, coaches, players, fans, videos, etc.)



Renovate

Begin the transformation journey by aggregating, cleaning and staging all the data



Elevate

Accelerate the transformation by processing big data with AI, computer vision, deep neural networks, object detection, tracking and collision, and landmark detection, etc.



Transcend

Deliver a dashboard to elevate coaches, referees, and players with embedded real-time analytics to make quick, confident and data-driven decisions



Generate data
Company wide



Store data
Company wide



ETL
Extract, transform & load



Data visualization
Build dashboard & widgets
Embed analytics



Aggregate data
Preparation, transformation and creative staging



Data modeling
Create relationships between data, connect tables

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