

Sports and Entertainment Industry Solution

How Can SAP® S/4HANA Solutions Enable You To Change The Game?

Five technology trends are transforming athlete performance – hyperconnectivity, supercomputing, cloud computing, a smarter world, and cybersecurity. Leading sports organizations are determining how to best leverage these technologies to gain a competitive edge in areas such as:

- Athlete management and engagement – especially with a younger generation of athletes and coaches that has grown up “digital and connected”
- Scouting and player evaluation across a global talent pool
- Health, fitness, and injury prevention
- Player training and development
- Game execution and insights



What Do SAP® Solutions Help Customers Do?



Advise

Simplify and innovate

- Digital innovation road map and plan
- Co-innovation by industry



Implement With Proven Best Practices

Implement with SAP® Activate

- Simplified consumption experience for SAP® solutions
- SAP® Best Practices, methodology, and guided configuration



Run All Deployment Models

Run with one global support

- One global, consistent experience
- End-to-end support - on premise, cloud, hybrid



Optimize For Continuous Innovation

Optimize to realize value

- Continuously capture and realize benefits of digital transformation

99.9% Time Compression

of content required for team presentation in order to prepare for a match (6,000 minutes of generated content down to approximately eight minutes).

+81% Believe Simplification Is Necessary

81% of executives surveyed believe simplification is important for their organization, and 88% admit IT investment is important to achieve simplification.

Why SAP®?

SAP®'s vision is to deliver a significant competitive edge to leagues, venues, and teams, via real-time actionable insights, operational efficiencies, and a comprehensive view of their business.

Deepen fan engagement, drive on-field performance, and optimize business efficiency – with SAP® solutions for the sports and entertainment industry. With our market-leading technology, you can help your sports team, league, or venue win more games as well as grow revenue and fan base.

What Are The Benefits?

With SAP® solutions, sports and entertainment organizations are driving world-class innovation to:

- ✓ Engage fans like never before.
- ✓ Improve player and team performance.
- ✓ Maximize revenue streams – grow existing and create new ones.
- ✓ Help teams, leagues, and venues run simply.