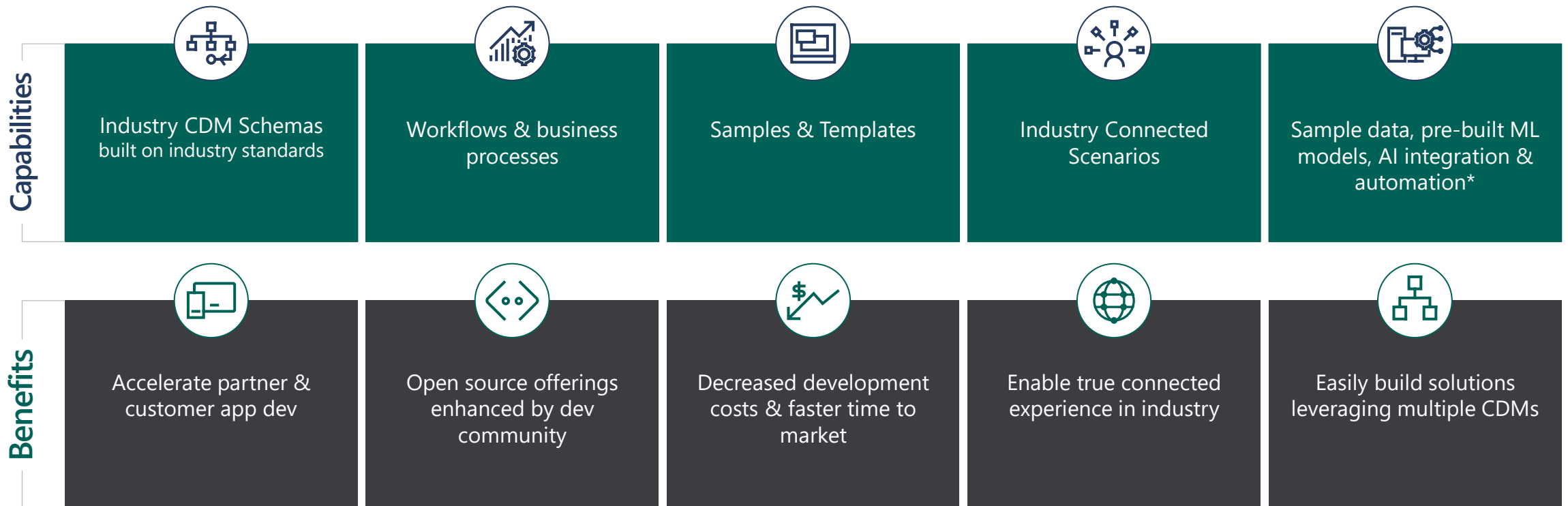


Media & Communications Industry Accelerator

V1 Fan Engagement
July 2020

How Industry Accelerators help

Accelerators expedite development of vertical solutions utilizing industry tailored data models based on top industry standards with business logic integration that can leverage data across Azure, D365 & M365. Use the [Common Data Model](#) as the bridge between data, platform and business apps.



The background of the slide features a low-angle, backlit photograph of a crowd of people. Many hands are raised in the air, and several colorful balloons (pink, blue, yellow, and white) are visible against a bright, hazy sky. The overall mood is celebratory and hopeful.

The Changing Media Landscape in a post-COVID world

Now is a critical time to...

- Understand & Anticipate your Audiences
- Target & Personalize your brand to Fans
- Introduce new Digital Offerings and Experiences
- Optimize with the use of data insights, automation, and self-service business applications

Media and Communications Accelerator

V1 “Fan Engagement”



Solutions:

- Venue, and Facility Management
- Event Management and Virtual Conferencing
- Media Products Sales – Individual Ticketing, Season, Subscriptions
- Fan Profiles, Favorites and Loyalty Programs
- Display Advertising Sales and Scheduling
- Concession Sales Tracking, Luxury Suites / Corporate Boxes
- Sports Events, Leagues, and Fan Interests

Leverages:

- Power Apps Platform including Power Portals
- Common Data Model w/new Media Extension
- Dynamics 365 Sales

Value Proposition:

- Drive Monetization by Understanding & Targeting Fans
- Connect Physical assets to Digital offerings and data

Target partners & customers



Sports / E-Sports / Gaming



Events, Industry Conferences



Hospitality/Arts

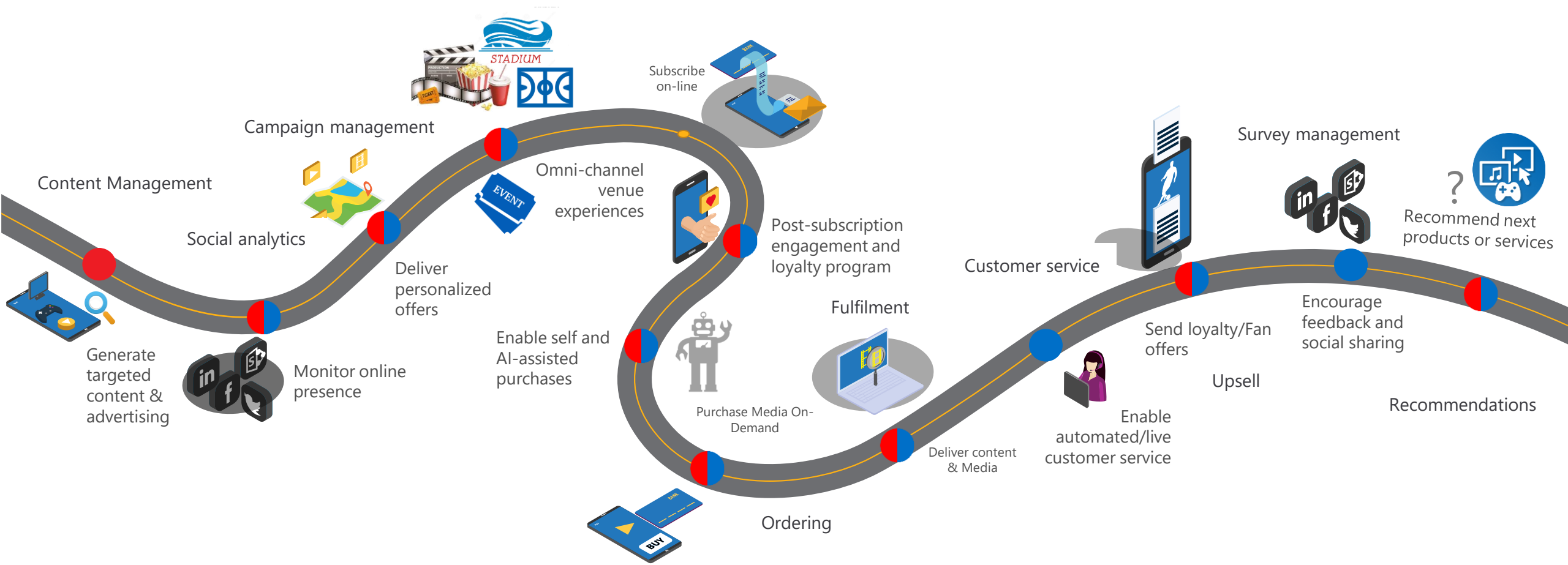


Video Producers



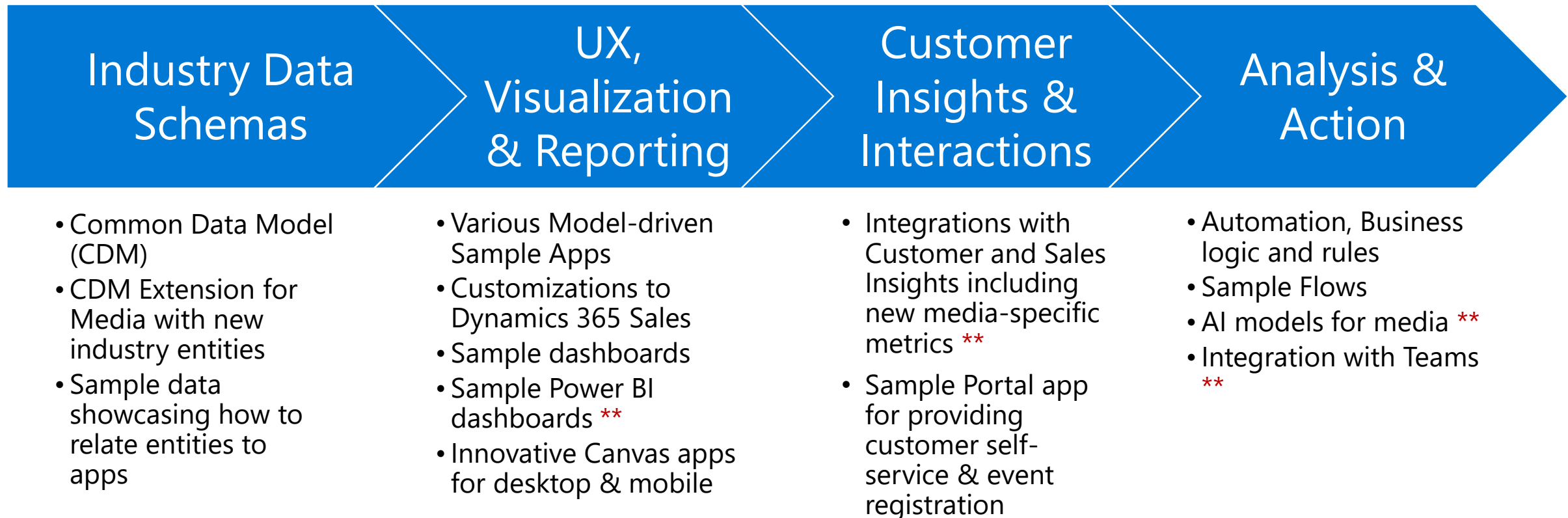
Tourism/Theme Parks

Potential Use Cases of Media Accelerator



Media & Communications Accelerator v1

Key Components



*** Coming in Future releases*

Example Fan Engagement Scenarios & New Media CDM Entities



Guest Management

- **Contact**
- Guest
- Guest Categories
- External Guest ID
- Interests
- Loyalty Program & Levels
- Media Event Registrations
- Promotion Codes



Sports Management

- **Account**
- League
- Team
- Player
- Round
- Playing Field
- Conference
- Division
- Season



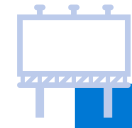
Events & Venues

- Venues
- Facilities
- Attractions
- Attraction Tracks
- Concession Stands & Partners
- Dispensers
- Gates
- Hours of Operations
- Weather Conditions
- Talent
- Sponsorships
- Business Role



Ticketing Sales

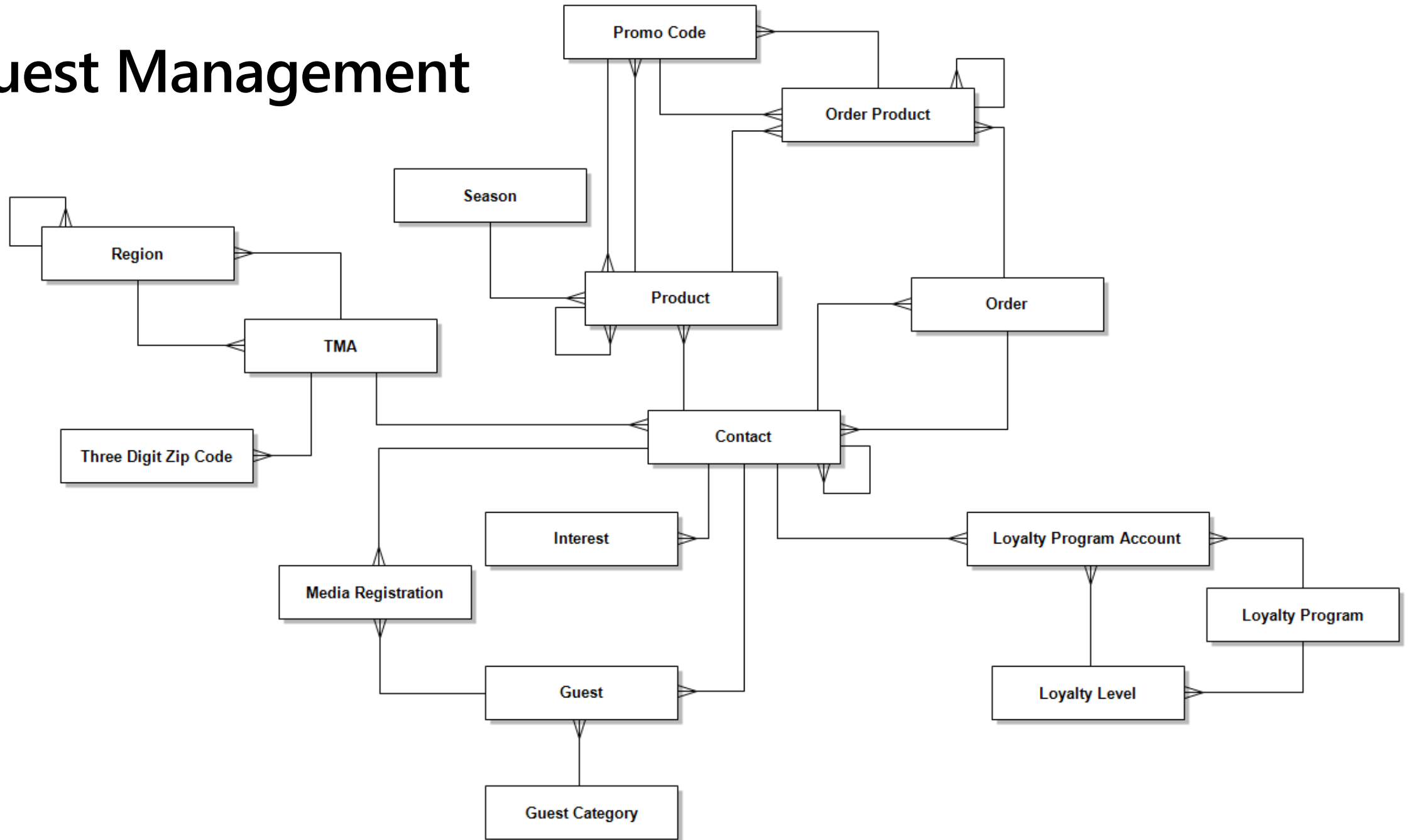
- Admission
- Ticket Product & Ticket
- Season
- Seat Tiers
- Seats
- Sections & Rows
- Seat Map
- **Product**
- **Order Product**
- **Order Quote**
- **Order Inventory**



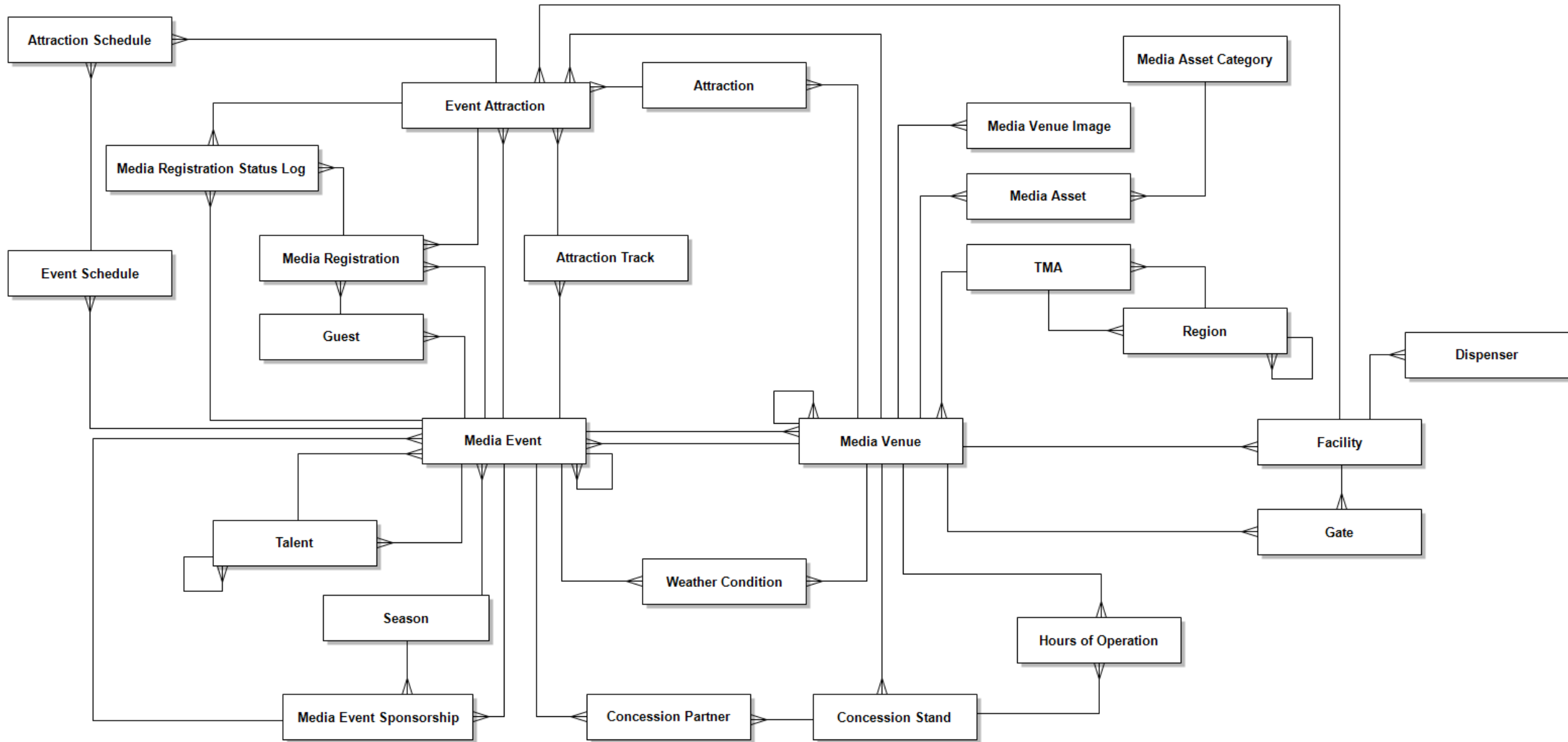
Display Advertising

- Ad Zone
- Ad Segment
- Ad Spot
- Ad Product
- TMA
- Region
- 3-digit Zip Codes
- **Product**
- **Order Product**
- **Order Quote**
- **Order Inventory**

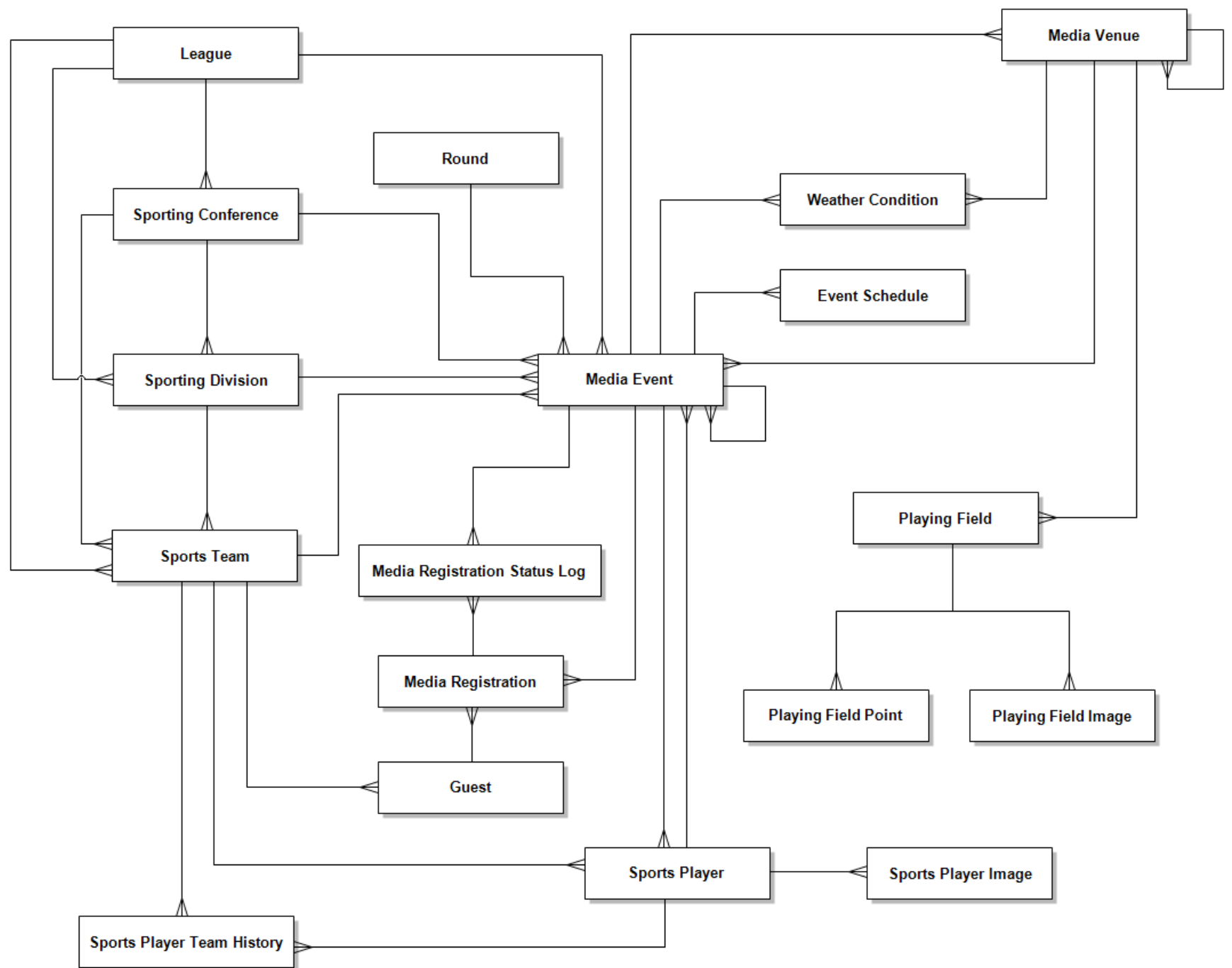
Guest Management



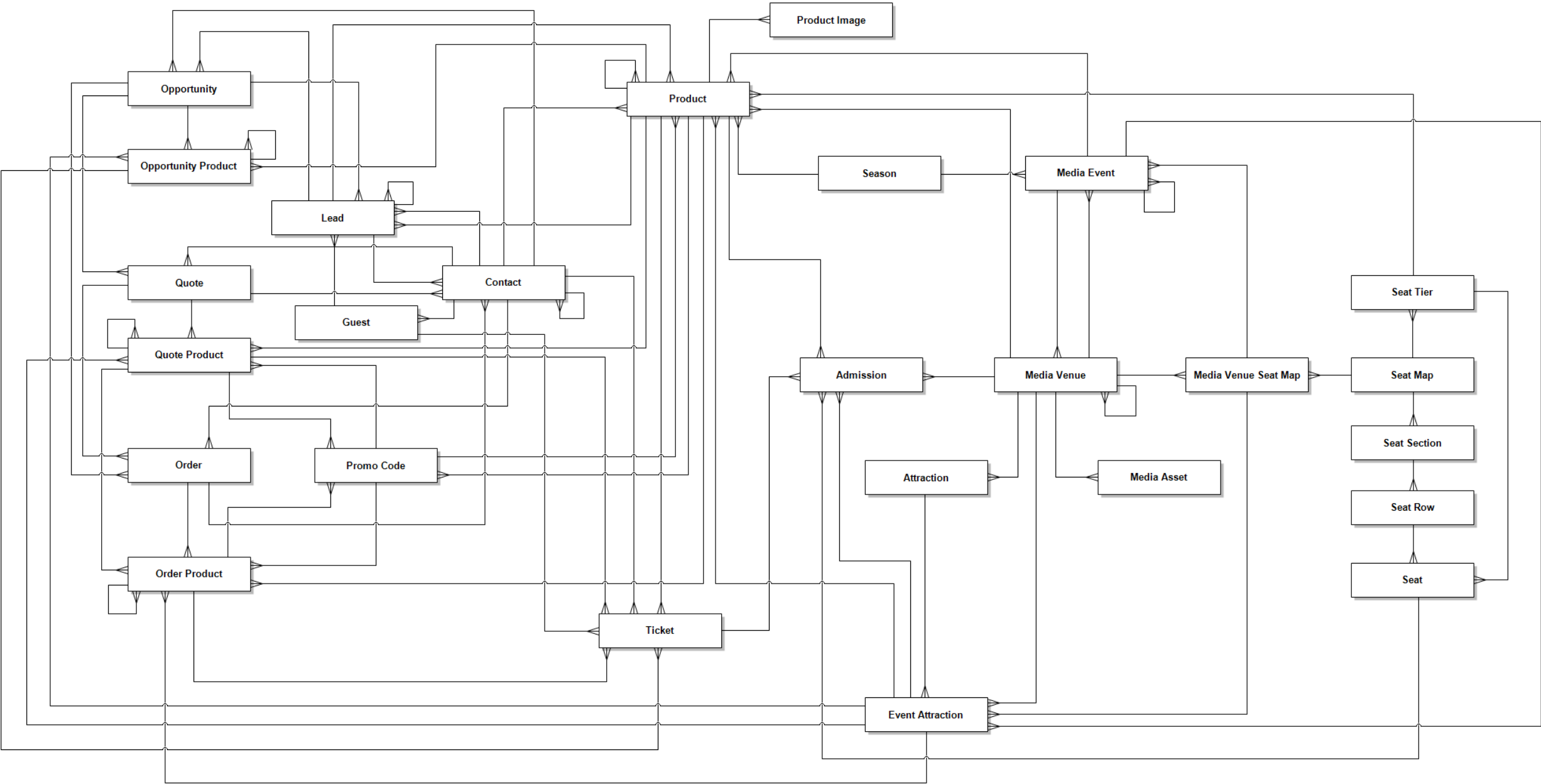
Event & Venue Management



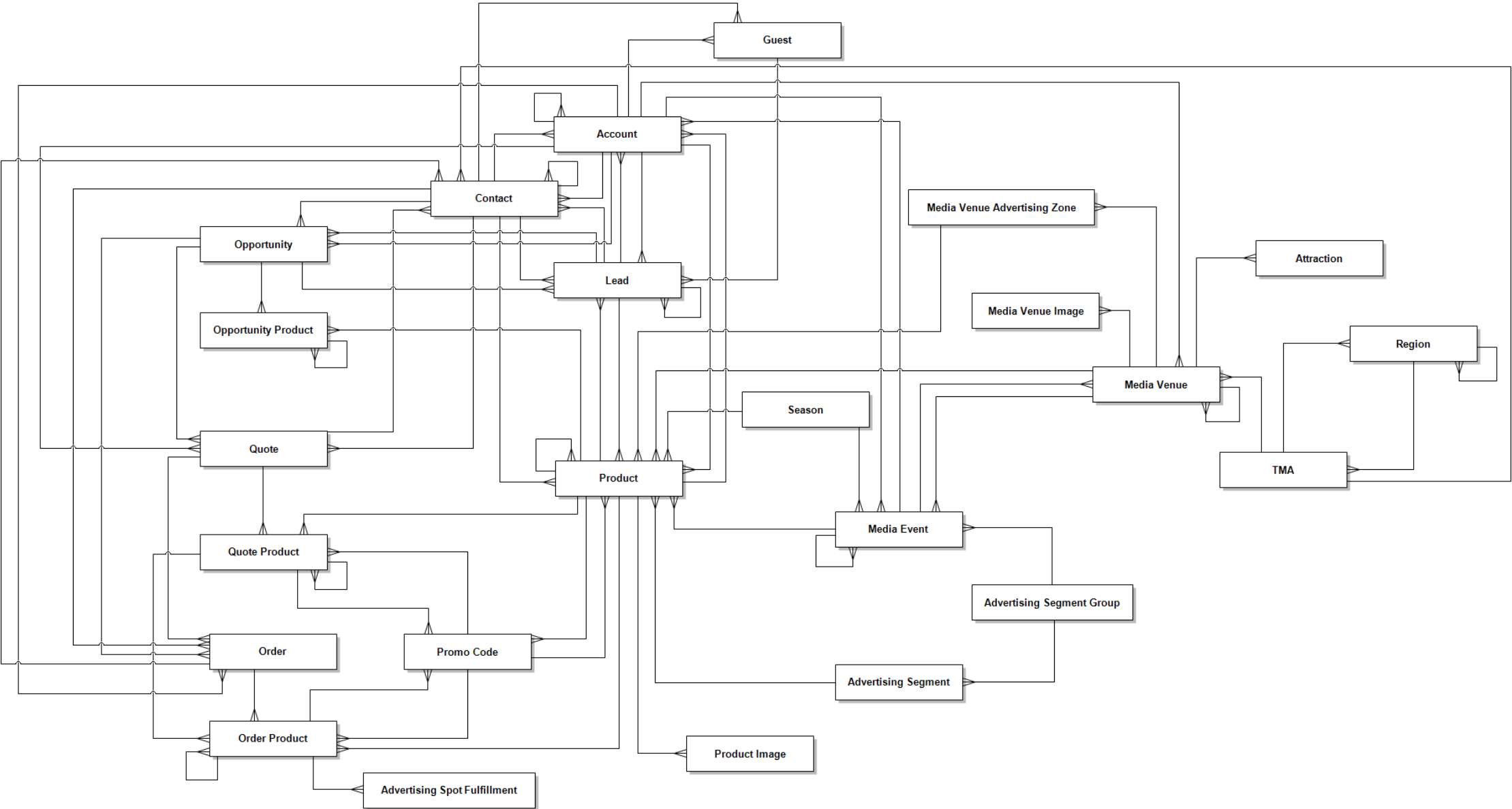
Sports Management



Media Product & Ticket Sales

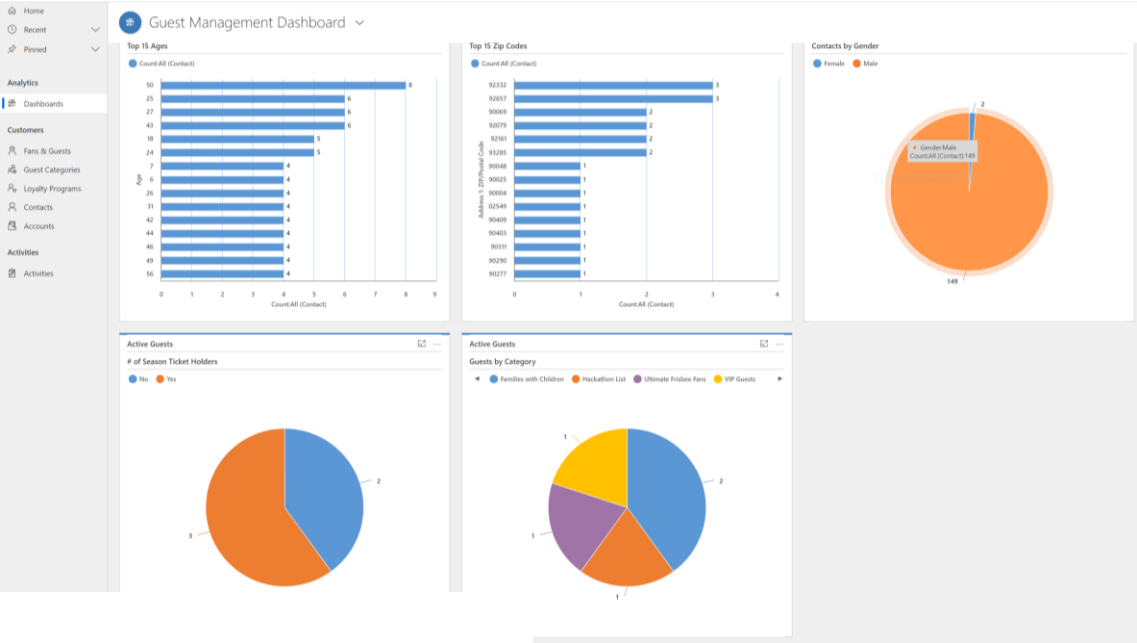


Media Product & Advertising Sales



Guest Management: Use Cases and Actions

- Get a Dashboard of Guests and Contacts with valuable metrics
- Create and track “Guests” which are “Contacts” with limited data or information, such as one-time casual visitors
- Tag “Season Ticket Holders”
- Put “Guests” into customizable “Guest Categories”
- Create “Leads” from Guests
- Link Guests to “Contact” when ready
- Create new “Loyalty Programs” for tracking active users with points/rewards and create “Levels” within the program
- See which events guests have registered for



Maggy Freund			
Guest			
<div>General</div> <div>Favorites</div> <div>External Guest IDs</div> <div>Guest History</div> <div>Leads</div> <div>Media Registrations</div> <div>Related</div>			
Name	* Maggy Freund	Category	VIP Guests
Display Name	Maggy F	Contact	---
Telephone	206-555-1212	Company	---
Email Address	maggy@live.com	Is a Season Ticket Holder	Yes
Guardian	---	OK to send Email	Yes
Special Requirements	Gluten-Free	Marketing Opt In	Yes

Microsoft Rewards	
Loyalty Program	
<div>General</div> <div>Related</div>	
Name	* Microsoft Rewards
Description	Redeem your points for gift cards, sweepstakes entries, nonprofit donations, and more. It's the easiest way to
Loyalty Unit Type	* Points
Total # of Accounts	1
Last updated:	4/28/2020 5:11 PM
Owner	* Martin Wahl

Gold	
Loyalty Level	
<div>General</div> <div>Loyalty Program Accounts</div> <div>Related</div>	
Name	* Gold
Description	Additional Rewards and Privileges
Loyalty Program	Microsoft Rewards
Number	* 1
VIP Flag	No
Fixed Guest Level	Loyalty Program
Balance Minimum Requirement	50,000.00
Owner	* Martin Wahl

Events & Venue Management: Use Cases and Actions

- Get a Dashboard of Events and Attendance-related metrics
- Create Venues of different types to host events and attractions & guest services
- Schedule Events of different types for different audiences
- Create Event Schedules and plan Event Attractions, Attraction Tracks, Speakers, and other related activities
- Set up Seat Maps and Seat Tiers
- Track the fill levels for various dispensers – hand sanitizer, soap, etc – that are installed throughout your venue and facilities

Microsoft Build 2019
Media Event

General Event Details Ticketing Venues Talent Concession Partners Child Events Ticket Products Weather Conditions Related

Name	Microsoft Build 2019	Is Sold Out	Yes
Event Type	Conference	Sold Out On	2/1/2019
Description	Experience the latest technologies and learn new ways to solve your development challenges. At Microsoft Build, hear from the engineers behind the products you use every day and connect with your peers in a digital	Total Cost	---
Season	Microsoft FY19 Shows	Total Profit	---
Start Date	5/6/2019 8:00 AM	Event Number	ME-1001
End Date	5/8/2019 8:00 PM	Event URL	https://www.microsoft.com/en-us/f
Duration	3	Number Registered	0
Duration Unit	Days	Last updated:	4/28/2020 5:16 PM
Capacity	5,000	Number Attended	0
		Last updated:	4/28/2020 5:16 PM

New Media Event

General Event Details Ticketing Venues Talent Co

Name * ---

Event Type --Select--

Description --Select--

Season Live Broadcast

Start Date Music Concert

End Date Arts Festival

Duration Fair/Carnival

Duration Unit Theatrical Event

Capacity Sporting Game or Match

Conference

Hackathon

Show

Dance

Electronic Gaming Event

Lecture/Seminar/Speaker Event

Food/Beverage Event

Seat Tiers

Microsoft Theater
Seat Map

General Seat Sections Related

Name	Microsoft Theater
Type	Venue
Seat Map Number	MT1
Total Seats	7,100
Description	---
Number of Seat Tiers	4
Last updated:	4/29/2020 5:08 AM

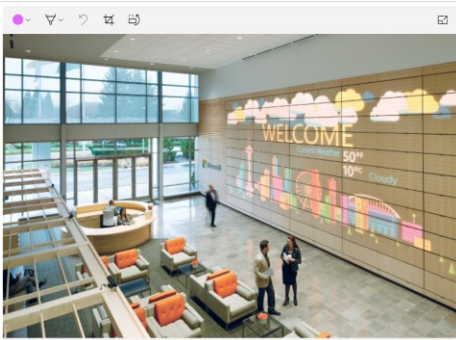
Event/Venue Management Sales > Media Venues > Microsoft Executive Briefing Center

SANDBOX

Microsoft Executive Briefing Center
Media Venue

General Details Attractions Assets Wifi Facilities Gates Concession Stands Hours of Operation Seat Maps Weather Images Related


Name	Microsoft Executive Briefing Center
Venue Type	Office
Parent Venue	Microsoft Campus
Capacity	800
Contact Info	(425) 706-0033




Sports Data Management: Use Cases and Actions

- Get a Dashboard of Sports-related metrics
- Create and manage detailed Sports organizations and relationships including "Leagues", "Conferences", "Divisions", "Teams", "Players", "Seasons", and "Rounds"
- Load information on Playing Fields
- Schedule Games and Matches


Sports Administration




 Leagues




 Teams




 Players




 Conferences



 Divisions



 Seasons



 Rounds

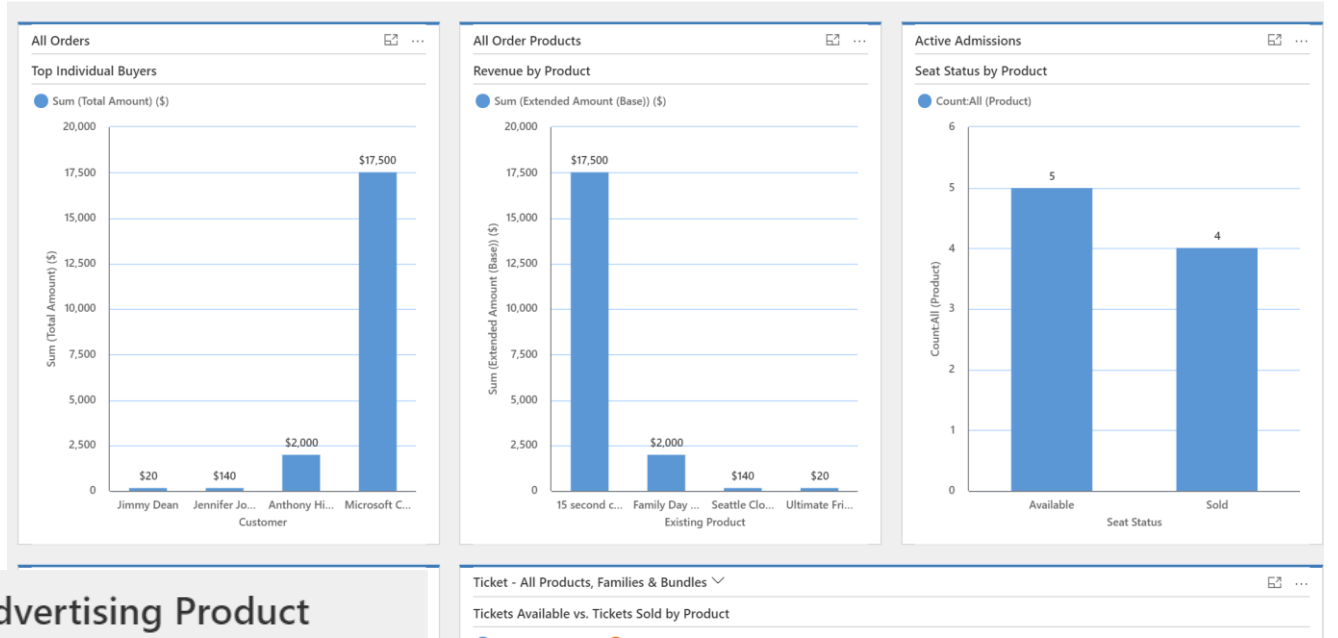
Sports Active Media Events

Search

✓ Name	↑ ↓	Event Type	▼	Season	▼	Start Date	▼	Game Progress	▼	Home Team	▼	Visiting Team	▼
Microsoft Ultimate Frisbee Playoff R		Sporting Game ...		2020 Ultimate Season		6/29/2020 4:00 ...		Not Yet Started		Studio C Captain Crunches		Building 31 Thirty One Flavor	
Seattle Storm vs New York Liberty -		Sporting Game ...		2020 WNBA Regular		6/6/2020 8:00 PM		Not Yet Started		Seattle Storm		New York Liberty	

Media Products Sales: Advertising & Ticketing Use Cases and Actions

- View a dashboard of key product metrics
- Create a variety of Media Products – Subscription Services, Memberships, Ticketing Products, Advertising
- Follow-up on leads and Create Order Quotes
- Create Orders and fulfill them
- Create Advertising Zones (defines which screens within venues ads will be placed)
- Create Advertising Segments (defines rough time period when ads will run)
- Manage Television Viewing Areas (TVAs) and Regions for future audience targeting and tagging



Advertising Product Administration

- Products
- Ad Zone
- Ad Segment Group
- Ad Segment

TMA's

Regions

Product: Ultimate Frisbee, Regular Season, Single Ticket

Summary Product Images Admissions Related

General Information	
Name	Ultimate Frisbee, Regular Season, Single Ticket
Description	---
Product Type	Ticket
Ticket Type	Event
Product ID	U2020-1
Season	2020 Ultimate Season
Category	---
Bundle Type	---
Capacity	60

Pricing	
List Price	\$5.00
Default Price List	Ultimate Frisbee Tickets
Current Cost	\$1.00
Standard Cost	\$1.00
Unit Group	Default Unit
Default Unit	Seat

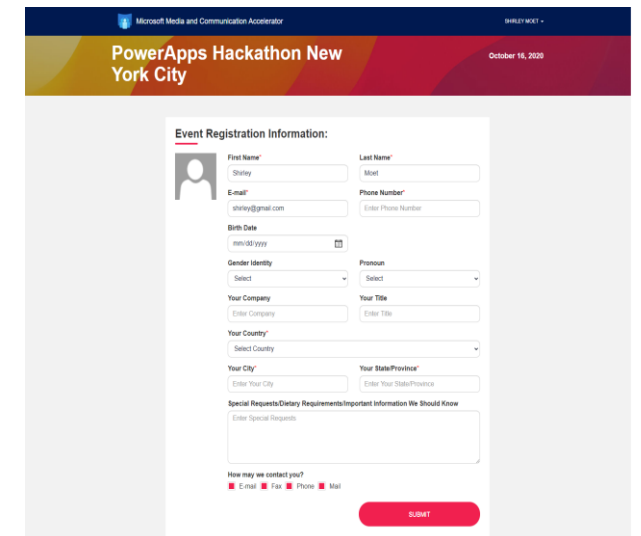
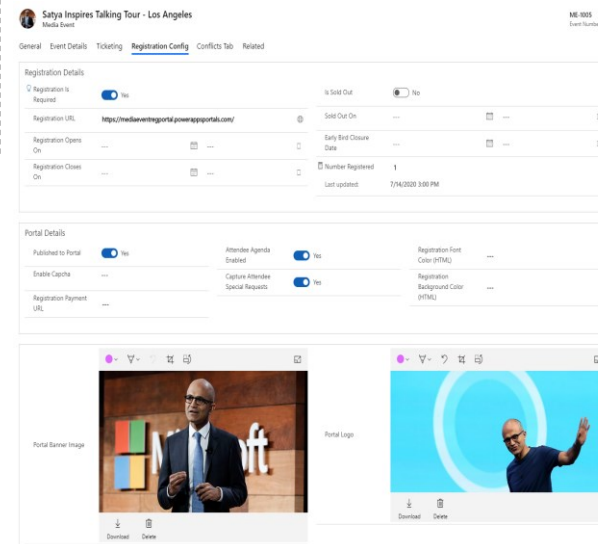
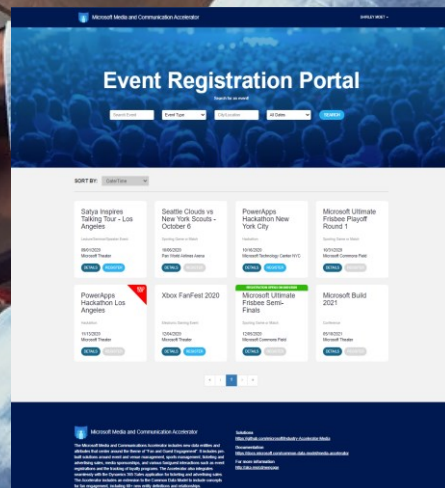
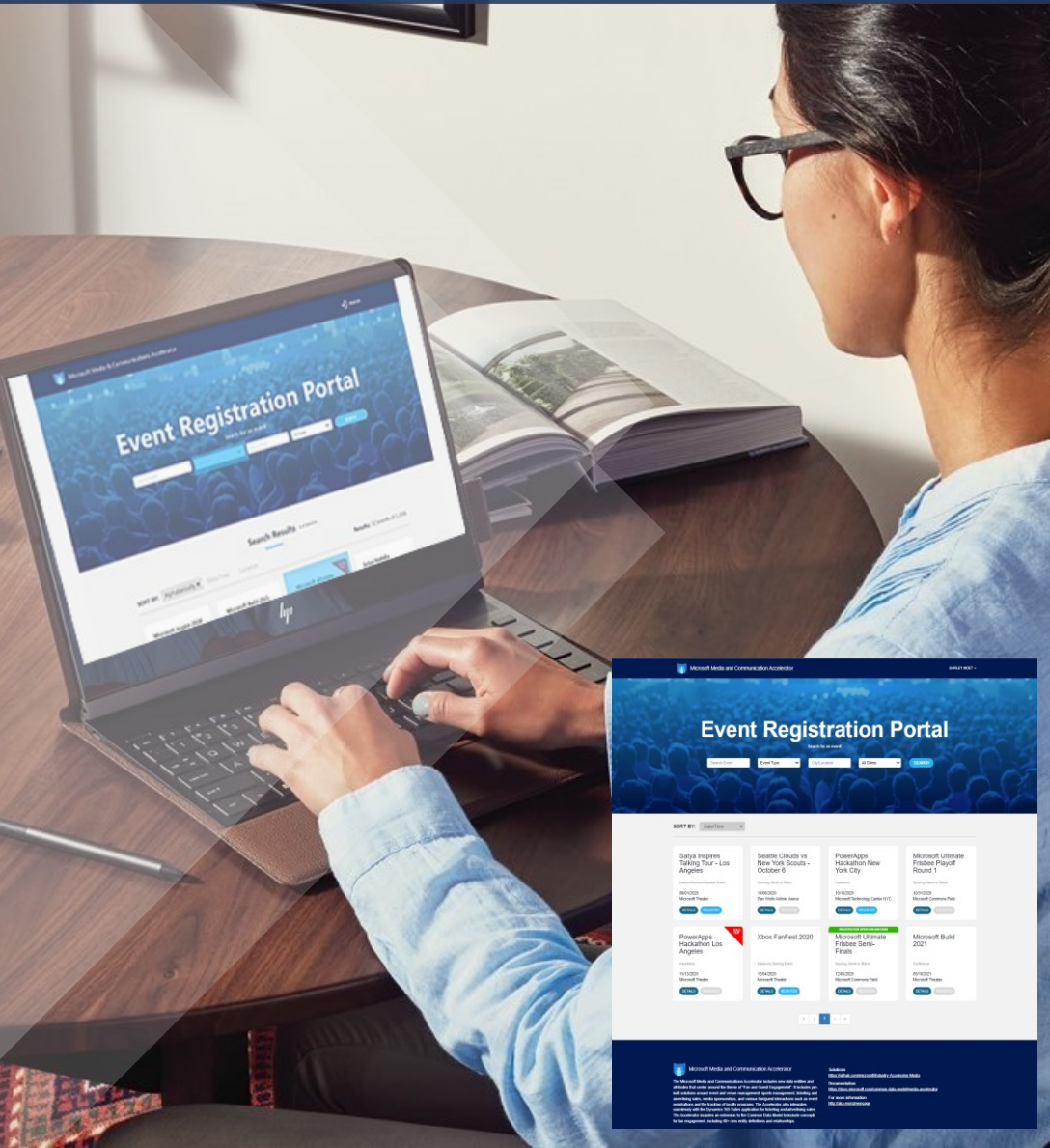
Inventory	
Starting Quantity	---
Additional Quantity	\$0.00
Total Quantity	---
Pending Quantity	---
Sold Quantity	---
Available Quantity	0.00

Product Configuration	
Media Event	Microsoft Ultimate Frisbee Playoff Round 1
Media Event Details	
Ticketing Required	Ticketing at Event Level
Seating Options	Assigned
Primary Venue	Microsoft Commons Field
Seat Tier	Bleachers
Seat Tier Detail	
Seat Map	Commons Field Bleachers
Description	---

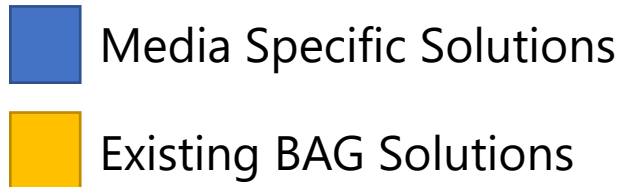
New! Event Registration Portal

Self-Service Registration for your event attendees

- Built using Power Portals
- Automatic creation of a Registration website for the media events you create
- Enables end-user to view details of an upcoming event (i.e. conference, concert, hackathon or sporting match) and then register to attend
- Information is captured and securely stored in your instance of the Common Data Model to be accessed by other PowerApps



New Application Offerings



How to Experience Media and Communications



Experiencing through Get It Now

Microsoft Dynamics 365 Accelerator Installation

Choose your installation options

Choose what you would like to install by checking the appropriate boxes. Then click the Install button to begin installation. Some components may require additional dependencies, which will be listed if you do not have them installed in your instance.

Please select **all available options** for the full install.

☐ Media Common

Introduces new entities for fan and guest management, loyalty programs, seasons as well as physical media assets, television market areas and regions.

☐ Events & Venue Management

Includes entities for tracking physical venues and facilities, scheduling and managing media events, organizing fan & guest attractions and activities, and handling event registrations and concessions.

☐ Sports Management

Includes entities for managing and relating different types of sports leagues, teams, conferences, divisions, playing fields, players & officials. Enhances the Event management solution with concepts like Home & Visiting Teams, Scores and Scorers, and Rounds of play.

☐ Media Product Sales & Ticketing

When combined with Dynamics 365 Sales, this solution enhances the Order Product and Price List entities and includes new entities for creating and managing different types of media-specific products such as video and data subscriptions, facility and suite rentals, display advertising spots, and various ticket packages. Particular emphasis has been placed on ticketing and advertising concepts with the addition of entities such as Seats, Seat Maps, Seat Tiers, Advertising Zones, and Advertising Segments. (Requires Dynamics 365 for Sales)

☐ Sports Events Product Sales & Ticketing

This solution combines the Sports package with the previous Media Product Sales & Ticketing package to create a combination that targets venue operators of Sports events and enables the improved management and monetization of Sports Ticketing, Subscriptions and Sports Venue Advertising such as on mounted billboards or digital displays. (Requires Dynamics 365 for Sales)

☐ Model-driven Media Apps

5 examples of model-driven apps are provided for each of the Media Accelerator solutions. These include Guest Management, Event & Venue Management, Sports Management, Ticket Sales and Display/Ad Sales. Each model-driven app uses the new Media CDM entities to provide a unique showcase of how to build similar solutions with CDM using Dynamics forms and grids as well as automated workflows and example dashboards. (Requires that all Media Solutions get installed)

☐ Sample Data

Sample data requires all solutions to be installed before import can be completed. Proceeding without all packages will yield sample data failures.

Install

For more information on installing Microsoft first-party solutions, [click here](#).

Experiencing through Test-Drive

The screenshot shows the 'Microsoft Dynamics 365 Media and Communications Accelerator' overview page in a 'Sandbox' environment. The page features a navigation sidebar on the left with icons for Analytics, Venue, Media, Sports, and Events. The main content area is titled 'Overview' and includes a description of the accelerator's capabilities. Below the description, there are six tiles representing different solution areas: Guest Management, Event/Venue Management, Sports Management, Display/Ad Sales, and Ticket Sales. Each tile has an 'Open' button. At the bottom of the page, there is a 'Continue' button and a checkbox to 'Do not show this Welcome Screen next time'.