



Smart Venues. Powered by Microsoft Azure

Creating smart spaces and memorable digital experiences through connected technology

The PwC Smart Venue powered by Microsoft Azure helps entertainment organizations create smarter spaces and experiences **in order to** touch the way people live, work, and play - **through** the convergence of innovative experiences, a business-led digital twin, and predictive analytics.

1

Customer experience innovation: Create more memorable moments at each technology interaction to better entertain, inform and interact with your customers

2

Smart operations: Reduce risk, time and cost by integrating your systems with a digital twin to reduce services spend by 5-15%

3

IoT and Digital twin: Identify ways to improve asset management and facilities with the power of predictive maintenance

4

Customer analytics: Develop a unique, single customer to understand performance drivers and extract actionable customer insights

PwC's industry and domain experience coupled with Microsoft's leading technology enables an ecosystem for your guests, fans, employees and partners, using:

- Digital twin technology to implement a preventive/proactive R&M program (combining building management systems, IoT and intelligent automation data analytics)
- Data insights to inform and drive business decisions
- Application of smart sensors & data analysis to optimize operations (e.g. smart HVAC, elevators and escalators; and smart parking/movement)
- Intelligent digital signage to display sponsored art, provide proximity marketing, or to inform and protect
- Application of experience technology to drive customer engagement through Apps, ticket management, loyalty programs, Fan CRM, and virtual experiences
- Security to protect and quickly respond to digital threats
- Core cloud technology & network Infrastructure to support and manage the variability of crowd connectivity



Bottom-line impact

30%

YoY **growth in season ticket sales** when stadiums leveraged detailed fan profiles and predictive machine learning to personalize customer offers*

\$100 million

Identified **OPEX reduction** (representing 50% of current budget) when leveraging Digital Twin to automate and digitize real estate operations**



A smarter experience

A smart venue framework delivering smart outcomes:

- Increased average revenue per unit from pull-thru retail and dining sales driven by enhanced consumer targeting
- Enriched customer centricity with more personal, meaningful touchpoints
- Lower OPEX cost by 5-15% with preventative and predictive maintenance***
- Enhanced sustainability which optimizes energy utilization for heating, cooling and lighting

* Source: NBA client case study

** Source: PwC Microsoft client pilot.

*** Source: Digital Twin Pilots being executed by PwC

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