



Grow Your Business with Context-Aware Mobile Experiences for Fans

Cisco Enterprise Mobility Services Platform for Sports and Entertainment

“By 2017, 80 percent of consumer engagement with brands will occur on mobile devices.”

Gartner, “Digital Ethics, or How to Not Mess Up With Technology,”
Frank Buytendijk

Keep Pace with Mobile Demands

Creating a world-class venue is all about the fans—providing greater conveniences, more targeted content, and increasing their level of engagement, all to enhance their game day experience. With 90 percent of fans bringing their smart devices to events, connectivity is the platform that delivers new digital experiences. You can capture and analyze data about their behavior in-venue to respond to their future needs, as well as create new money-making opportunities for yourselves and partners.

Cisco® Enterprise Mobility Services Platform (EMSP) for sports and entertainment helps you quickly create, deploy, and manage context-aware mobile experiences with or without a team or venue application. Using data from user profiles and behaviors combined with location information, you have a powerful fan engagement platform to deliver unique services, such as driving fans to a specific application, finding the nearest exit, unique concession stand, or restroom, visibility into unique content and upcoming events, or receive a coupon for a free beverage.

Context-Aware Mobile Experiences for Fans

Cisco EMSP is a cloud-based platform to easily connect users to a venue’s Wi-Fi network and delivery of captive portal services. You can use the platform to offer splash pages for easy guest Internet access and authentication while quickly creating, deploying, and managing context-aware mobile experiences. Customizable splash pages can include a registration page for collecting user information, a login page for users to accept terms and conditions, sponsor advertisements, promotions, app download buttons, and more.

Use this platform today to:

- **Build smarter mobile experiences** using drag-and-drop design studio modules to rapidly offer the services that fans value the most
- **Gain operational efficiency with location-based services** using Wi-Fi, prebuilt GPS, Bluetooth Low Energy (BLE) beacon, and wireless network adapters
- **Securely integrate with existing Cisco mobile network infrastructure** using adapters to interface with Cisco Meraki Cloud controllers, Cisco Connected Mobile Experience (CMX), and Cisco wireless LAN controllers
- **Simplify Internet access and authentication** with custom or social Wi-Fi access
- **Easily integrate mobile experiences with CRM connectors** and use the data gathered through this process to create valuable fan profiles for the club and the venue
- **Grow your business** by offering the venue-based services and promotions that your fans and partners value

Drive New Levels of Relevance, Interaction, and Insight

Combining this solution with related analytics, you are able to better understand who your fans are and how they wish to consume their game day experiences on a personalized level. Cisco Content Monetization Services works with customers worldwide to develop their mobile business strategies and design unique mobile portals. These strategies and portals support their business initiatives and ensure great fan experiences that drive high levels of engagement and revenue.

Like everything else in the world, the digital revolution has fundamentally affected the sports and entertainment industry. Cisco can help you through the next challenge: the opportunity to provide a customized experience to your sports fans that creates new ways to grow your business.

Next Steps

To learn more about the Cisco Enterprise Mobility Services Platform for sports and entertainment, contact your Cisco sports and entertainment account representative at the following:

- Ask-ciscosports@cisco.com
- Cisco.com/go/sports

And you can follow us on Twitter @CiscoSESG.