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MIAMI HEAT AND LOS ANGELES LAKERS DISCUSS EVOLVING THEIR TECHNOLOGY STACK

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With the many business operations a team engages in, no single piece of software or technology will accomplish it all. From tickets to corporate partnerships to fan engagement to venue operations, it takes a multitude of technology partners to run the business side of a team.

More platforms typically mean more data silos. To avoid that scenario, the challenge becomes one of choosing technology that allows you to integrate

the various platforms with each other, or at least allows you to push data into a single warehouse.

During a recent KORE Software Customer Insights Webinar attended by sports and entertainment professionals, executives from the NBA's Miami Heat and Los Angeles Lakers discussed their technology stack, including the use of the KORE Software platform:

- Edson Crevecoeur, Vice President of Business Intelligence and Strategy, Miami Heat
- Mia White, CRM Manager, Miami Heat
- Christina Khosravi, Director of Business Analytics and Strategy, Los Angeles Lakers

The Heat and Lakers are in very different stages of their development. The vision for the Heat's structure began about seven years ago and has evolved into a mature approach, while the Lakers are just over a year into their journey. The webinar explored the approaches and challenges that occur at both stages.

The business intelligence staff at the Heat, which includes 12.5 people, was given a directive from their leadership to improve the fan experience at the arena and for other key events.

The Miami Heat planned to accomplish their goals by:

- Establishing a sustainable loop between strategy, marketing (engagement) and sales (monetization)
- Driving their technology with the objective of delivering the **right message** via the **right channel** to the **right audience** at the **right time**
- Achieving key initiatives, including a mobile app, BI/analytics, CRM and marketing platform automation – a 360-degree fan profile

Over the years and with those three goals in mind, the Heat has built their technology stack, which now includes 15 technology partners. In addition to KORE Software, the Heat employ, at various stages of the technology cycle:

- Google Analytics
- Ticketmaster
- Paydiant
- Tableau
- Microsoft Dynamics
- Azure
- Power BI
- io
- Micros
- Shopify
- Gigya
- Oracle | Eloqua
- Facebook
- Twitter
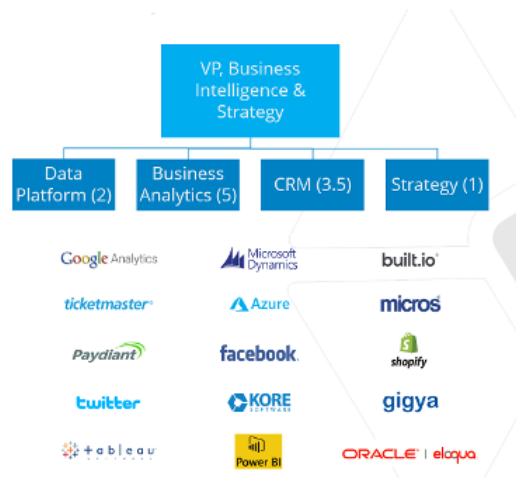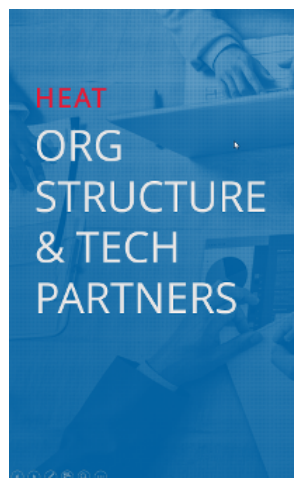
The Lakers' business intelligence team is lean and mean – consisting only of Khosravi and a CRM analyst. The team's initial goal was to identify the revenue and the untapped margin that exists with their brand, from a local, domestic and global perspective. Before adding a bunch of tools, they first focused on laying a solid sales operations and business intelligence foundation with the following partners:

- KORE Software
- Tableau
- Salesforce
- Ticketmaster
- AXS

They wanted to:

- Understand what their data looks like, how it navigates through their systems and is being used to drive decisions
- Identify untapped revenues
- Automate processes and create efficiencies
- Standardize reporting – providing greater visibility into things that were previously hard to see

**Evaluating Platforms to Add to the Technology Stack**

The Heat looks at several factors for their technology stack:

- They evaluate the features of the new technology platform to see if it will help them achieve the results they're looking to get out of their strategy
- They determine how the new technology will integrate into their existing platform and if it can be scaled as their needs evolve
- They evaluate the opportunity and maintenance costs
- They analyze the software to ensure they're getting a good return on their investment

Similar to the Heat, the Lakers:

- Evaluate possible new technologies based on their ROI potential
- Look at ease of implementation and training
- Choose platforms that can be customized – the Lakers have a tenured sales staff that has been in place a long time, so a key component is finding software the can be massaged into a format that is easy to use for a staff that is accustomed to doing things their way

The Lakers look at their investments in technology as a way to future proof their revenue by having a system in place that provides information to improve their new business acquisitions both from a fan and sponsorship perspective.
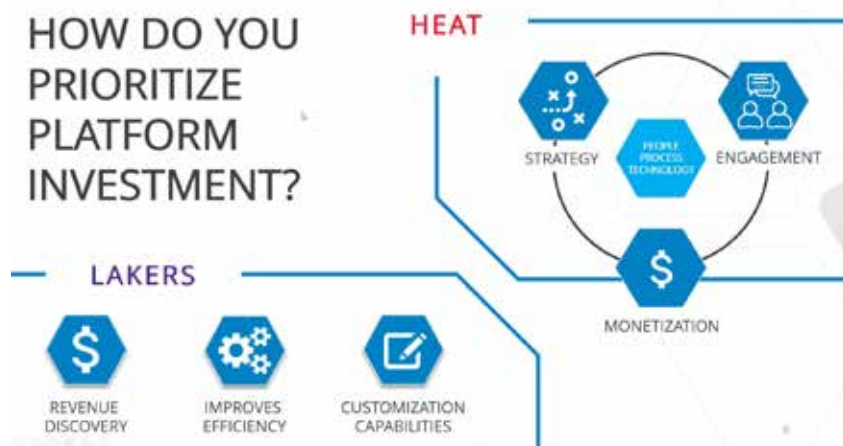
The Importance of Mobile
Most people have their smartphones with them at all times. So mobile has become a way to deliver information in a quick and easily digestible way, and gain powerful behavioral and feedback data from the fans. Though mobile, which includes both in-venue and out-of-venue experiences, teams can gain a much deeper understanding of fan interests.

For the Heat, their tickets are provided through their app, along with arena information. Mobile has become the team's primary platform for connecting with their fans. With their technology stack, the Heat can tailor and segment messages to their fans to

keep them informed on things they're interested in at the time that it matters to them. Through their mobile app, they're working on becoming a cashless and paperless arena.

If you're looking for ways to connect your disparate data sources, check out KORE's Data Warehouse & Analytics™ application.

KORE Software has more than 10 years experience working with some of the most valuable sponsorship and admission-based brands in the world. We offer a comprehensive suite of tools for Ticketing and Fan Engagement, Sponsorship and Partner Engagement, Suites and Premium, and Data Warehouse and Analytics.

WHAT MORE FROM KORE? Check out these related resources:

Webinar Recording: Evolving your Technology Stack

Tip Sheet: 7 Tips on Evolving Your Technology Stack

Webinar Recording: Data Warehousing in Action – Spurring Efficiency & Collaboration with the San Antonio Spurs

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