

Cisco Connected Analytics for Events



ACCELERATE BUSINESS GROWTH AND FAN ENGAGEMENT AT SPORTS AND ENTERTAINMENT EVENTS

What Is Cisco Connected Analytics for Events?

Cisco® Connected Analytics for Events (CAE) is a cloud-based software subscription offering that delivers business and operational insight based on data and analytics from wireless networks installed in sports and entertainment venues. These insights help accelerate revenue growth, enhance fan experience, understand fan behavior, improve advertising and promotion efforts, identify operational and security issues, and measure Wi-Fi network performance. Cisco CAE provides better control and visibility into fans, sponsors, and advertisers by harnessing the capabilities of Cisco's sports and entertainment solutions.

Cisco CAE correlates data from the network, mobile applications, and social media to take advantage of the combined power of fan engagement, business insights, and Wi-Fi usage analytics. It provides fans with valuable information and convenience features prior to and during the event to enhance and personalize the fan experience. These features include information about parking, way finding, waiting in lines, seat upgrades, and many more. This helps mitigate the increasing tendency for fans to view sports events from outside the venue. Comprehensive insights into advertisements, staff deployment, application usage, social media, and alerts give you the opportunity to improve processes and performance at the venue. The dashboard visibility into usage and performance of the Wi-Fi network allows you to identify areas of poor service and optimize operational planning.

Why Event Analytics Matter

Analytics is increasingly becoming a key part of Wi-Fi



network deployments to optimize operations and achieve predictive network capacity planning. But this is just a limited view. It can deliver much more than that. Knowing who is on your network, what they are doing, and how much bandwidth is being consumed is essential. Only with these insights is it possible to uncover fan preferences and their spending patterns to demonstrate the impact of sponsor and venue investment dollars.

Unlike most analytics solutions that lack infrastructure depth and expertise, Cisco CAE uses wireless networks in the venue to aggregate the digital footprint of event participants so that:

- An enhanced customer experience leads to increased loyalty, conversion, and sales (tickets, merchandise, new services)
- Optimized business operations lead to cost advantages

Benefits of Cisco Connected Analytics for Events

With Cisco CAE you gain valuable insights that help to identify the key drivers for your offers and services. You can run your business more efficiently based on a better understanding of correlations and interactions in your ecosystem. Detailed information about your customers and increased fan engagement support targeted advertising and help create new revenue streams.

- **Improve venue performance:** Proactively identify bottlenecks, optimize processes, and reduce costs through tight operational control.
- **Drive new Revenue:** Target fans with offers and promotions based on their preferences to increase fan spending and attendance at events.
- **Enhance fan engagement:** Detailed information about fans and fan behaviors enables you to improve and personalize the fan experience.
- **Accelerate sponsor investment:** By measuring sponsor brand impact, quantifying and communicating the value and effectiveness of the sponsors' investment, Cisco CAE supports you in developing your offer strategy and optimizing sponsors' spend.
- **Better decisions:** Data-driven insights increase speed and accuracy in the decision-making process and promote agile processes for your business.
- **Optimize network operations:** Deep understanding of Wi-Fi usage drives optimum performance and assists in deployment, maintenance, troubleshooting, optimization, and intelligent network planning.



Why Cisco

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company, but we can also bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight: insights you can use to change behavior, capture opportunity, respond to threats, and improve your business.

For More Information

For more information about Cisco Connected Analytics for Events or to request a private briefing, contact us at sales-connectedanalytics@cisco.com.

