



# Atlanta Hawks

## CUSTOMER SUCCESS STORY:

Treating fans like royals with Digital Fan Experience Platform

## Fans get the royal treatment

From the minute Atlanta Hawks fans sit down in the newly renovated State Farm Arena they are treated like royalty. The Hawks may be King of the Hoops (it's their theme song!), but their fans are the kings of the arena. From superfast Wi-Fi to an AI chatbot concierge service, it is a fan experience to be treasured.

During a \$90 million renovation to the team's State Farm Arena in 2017-2018, the Hawks wanted enhancements that would provide a unique and inclusive customer experience. Luckily good news travels fast, and the Atlanta Hawks had heard about Raw Engineering's Digital Fan Experience Platform powered by webMethods.io Integration and its part in the Miami Heat's transformation of the American Airlines Arena.

The Hawks knew they needed to digitalize to improve the fan experience. With more than 2 million guests per year, traffic and queues were unmanageable. Fans demanded more personalization and elite-level service.

Also, there was plenty of competing entertainment in town to turn to, especially if fans were not getting the experience they wanted at the arena. In fact, Hawks games rank 11th in preference of local entertainment.

The team wanted mobile apps to simplify ticket sales. The Hawks also wanted to better manage its data. They already had a lot of it but could not process or understand it in order to enhance the customer experience.

### Customer Profile

The Atlanta Hawks team competes in the Eastern Conference Southeast Division of the National Basketball Association (NBA). Based in Atlanta, its home arena is the State Farm Arena.

### New Challenges

- Deliver personalized experience for demanding fans
- Provide better facilities and services to fans at renovated arena
- Transform and increase online mobile ticket sales

### Software AG Solutions

Raw Engineering's Digital Fan Experience Platform, with Integration powered by Software AG's webMethods.io

### Key Benefits

- Convenient services inside arena—chatbot concierge, seat upgrades
- Better managed transportation services, pay for parking
- Increased guest loyalty and satisfaction
- Arena nominated for Sports Business Journal Venue of 2019

IN PARTNERSHIP WITH



To provide that level of personalization for 17,000 people in the arena at one time required technology. And with zero engineering or development resources, they needed something out-of-the-box ready.

To this end, the Hawks selected the Digital Fan Experience Platform to deliver a mobile app that provided world-class service, including:

- Seat upgrades
- Pay for parking
- View and take advantage of special offers from sponsors
- Capability to respond to jumbotron promotions
- AI chatbot concierge service
- Mobile wallet
- Transportation links—Lyft®, Uber® and real-time MARTA public transport information.

For those fans watching the games on their mobiles, the Hawks wanted to offer live game stats and news.

David Garcia, VP Guest Experience & Head of Innovation Lab, Atlanta Hawks and State Farm Arena said: “Our fans can live anywhere in the world and expect to have a personalized experience. The mobile app provides the platform for our ‘surprise and delight’ initiatives.” Services are customized depending upon the event, from games to concerts. That meant there were multiple services at the arena to connect and manage, so integration was very important.

#### About Raw Engineering

Raw Engineering was founded in 2007 with the goal of driving innovation while reducing the cost and complexity associated with delivering cloud-based applications for sports teams, leagues, large enterprises, and start-ups. Throughout this journey, we've built countless mobile apps and websites, as well as innovated a number of best-of-breed products, including the Digital Fan Experience Platform. We've taken our Digital Fan Experience Platform from ideation to reality in record time. We continue to optimize the architecture, improve the fan experience and increase ROE for our customers.

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David Garcia | VP Guest Experience & Head of Innovation Lab, Atlanta Hawks and State Farm Arena

## Partner teamwork

The Hawks can now connect all aspects of any event in a personalized, digital way, delivering that “something extra” fans are seeking, thanks to the partnership of Raw Engineering and webMethods.io Integration. This has not gone unnoticed:

State Farm Arena was nominated for Sports Business Journal Venue of the Year for 2019!

Paul Erlicht, Senior Director of Strategy and Marketing at Raw Engineering, said: “Together we provided the Atlanta Hawks with a world class mobile application that provides a seamless experience for the business and technical teams, as well as a unique experience for the fans. We make it easy for any team to explore and work with any number of vendors, quickly delivering the functionality they want.”

The key to this transformation lies in connectivity. The Hawks are not alone: Two other NBA teams are elevating the fan experience to never-before-seen levels—with more to come, thanks to Raw Engineering and webMethods.io Integration.

## TAKE THE NEXT STEP

To learn more, contact your Software AG representative or email us at: [customer\\_marketing@softwareag.com](mailto:customer_marketing@softwareag.com) or [SoftwareAG.com/customers](https://SoftwareAG.com/customers)



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