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Miami Heat

Warming up fans by using the Digital Fan Experience Platform

Customer reference story



“80% of what I need is out-of-the-box, and all I have to worry about is the fun stuff—the other 20% [content].”

– **Matthew Jafarian** VP, Mobile Strategy & Innovation for Miami Heat and American Airlines Arena



Customer Profile

The Miami Heat is a U.S. basketball team based in Miami, Fla. The team competes in the Eastern Conference Southeast Division of the National Basketball Association league and has won three NBA championships. The Heat's home arena is the American Airlines Arena.

New challenges

- Grow mobile and online ticket sales by delivering personalized content
- Increase in-venue spending by providing a frictionless experience

Software AG solutions

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

Key benefits

- Mobile ticket sales up from 30% to 83% in the first season
- Higher in-venue spending
- Increased guest loyalty and satisfaction

“The Heat is on” for Miami fans

The Miami Heat, winner of three National Basketball Association championships, has been called a starbuilder. Over the years, the Heat has spawned some of basketball's biggest names, including Alonzo Mourning, Lamar Odom, Dwayne Wade, LeBron James and Shaquille O'Neal.

In other words, the Miami Heat is hot. And the team's theme song, “The Heat is on,” was the perfect way to describe the team during its 2017 off season. That's when management “felt the heat” to transform the fan experience at its venue, the American Airlines Arena.

Fortuitously, while at an industry conference, Heat management heard about Raw Engineering's Digital Fan Experience Platform, powered by webMethods.io Integration. The team wanted to know more about how to revamp its fan experience.

Always the innovator, the Heat was eager to set a new benchmark and wanted to do it fast. The team wanted better control over their content, and the Digital Fan Experience Platform was the way to achieve it.

The Heat wanted truly differentiating technology, so during the offseason in 2017 (June-October), the team embarked on a mission to change the fan experience at the venue. This goals:

- Increase season ticket sales by delivering personalized content and experience
- Boost in-venue spend by providing a frictionless experience
- Grow revenue via a mobile app, that would also allow it to go cashless and ticketless

Putting ticket holders first

The Heat wanted to be sure every season ticket holder's experience was fun and trouble-free, and to do this it needed to enhance the arena with a new physical/digital experience. It was important to the Heat to make the right investments for its new app and customer loyalty strategy.

Matthew Jafarian, VP, Mobile Strategy & Innovation for Miami Heat and American Airlines Arena, explained it best: “80% of what I need is out-of-the-box, and all I have to worry about is the fun stuff—the other 20% [content].”

This facilitated the design of a solution that took the Heat from 30% mobile ticket sales to 83% within the first season. It was an all-star solution for a championship team.

Partnership has its own rewards

Raw Engineering partnered with webMethods.io Integration to help Miami Heat create a new benchmark in the fan experience, while—at the same time—dramatically increasing online ticket sales.

Paul Erlicht, Senior Director of Strategy and Marketing at Raw Engineering, said: "Together we provided Miami Heat 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. Today, three NBA basketball teams provide their fans with customized, unique experiences thanks to Raw Engineering and webMethods.io Integration.

And there are more to come.



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.

ABOUT SOFTWARE AG

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software makes a world of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit www.softwareag.com.

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