

# Business Track

SAP Sports & Entertainment Forum 2015





# Efficiency and Transparency in Arena Management: SAP Ticketing & Dashboard Management

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SAP Arena

# Efficiency and Transparency in Arena Management: SAP Ticketing und SAP Management Dashboard

Jens Reithmann, SAP Arena



SAP Sports & Entertainment Forum  
April 27 2015, Munich, Allianz Arena

**SAP** arena



# Agenda

- » Profile of SAP Arena
- » SAP Software as a Success Factor
- » Business Processes with SAP Event Ticketing
- » Realtime Analytics with SAP Management Dashboard



# SAP Arena Mannheim: The Place To Be seit 2005



- roughly 100 events with approx. 900,000 guests annually
- SAP Arena Mannheim – an internationally known event venue
- depending on the event type, the catchment area is local, regional or nationwide
- high media impact of the SAP Arena in all media (TV, radio, press, etc.)
- extremely positive image in the past 10 years
- 3rd in German Pollstar ranking

# Multifunctionality is the Key to our Success






# SAP for Sports & Entertainment as the Solution Platform for the SAP Arena





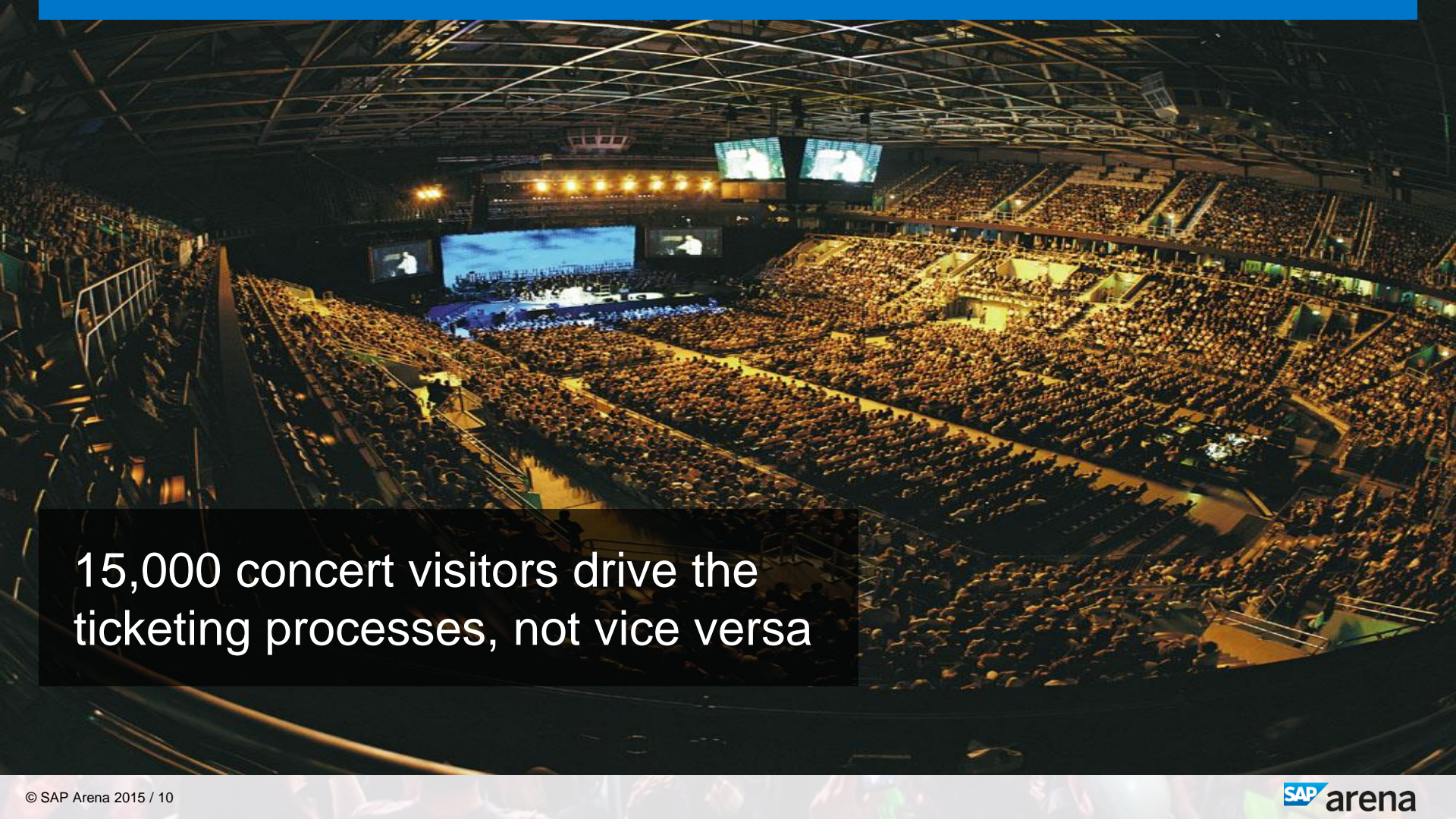
13,200 handball fans drive the  
ticketing processes, not vice versa





14,000 ice hockey fans drive the  
ticketing processes, not vice versa

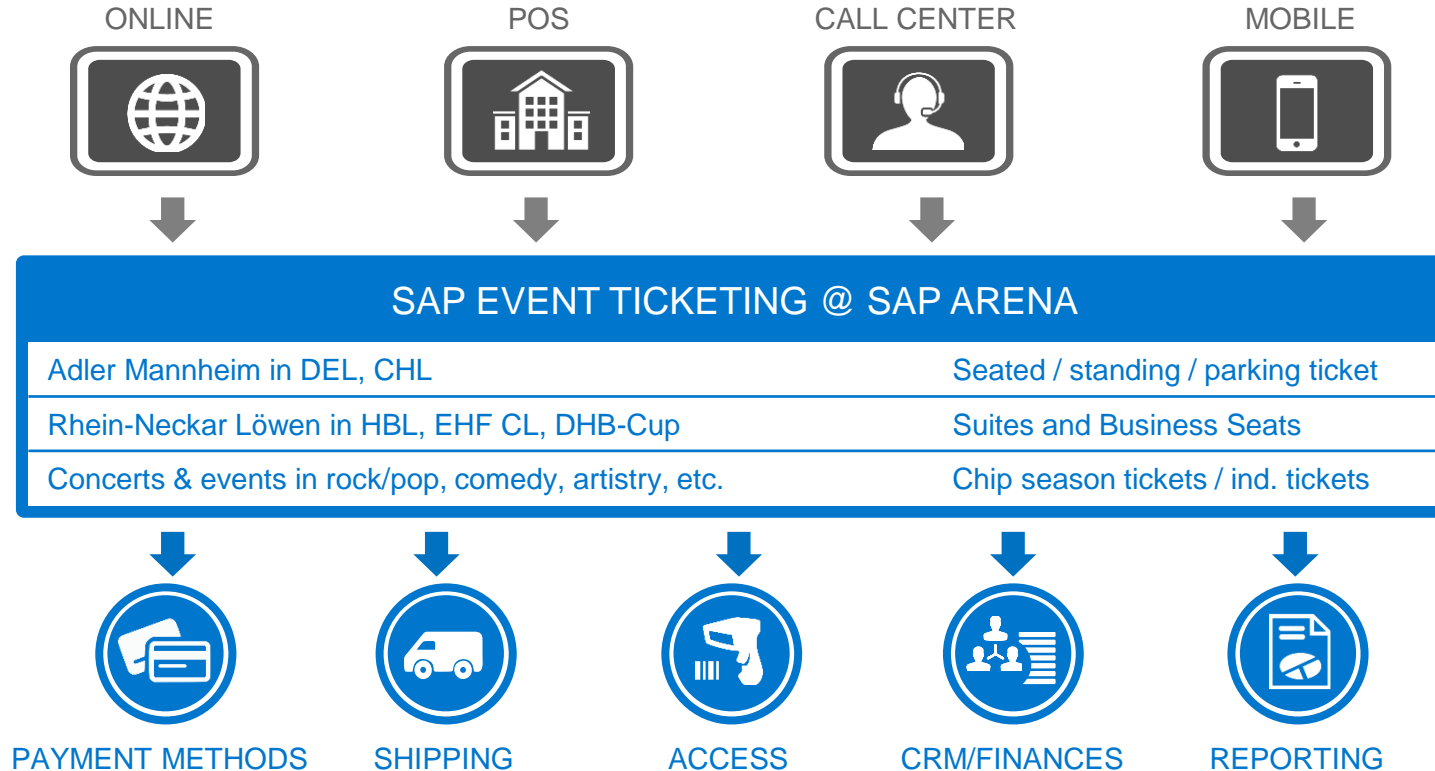




15,000 concert visitors drive the  
ticketing processes, not vice versa



# SAP Event Ticketing Covers all Business Processes



# SAP Event Ticketing in Operation: Webshop

Warenkorb

Bitte geben Sie als abweichende Lieferadresse **kein** Postfach und **keine** Packstation der Post an.

**Versandart**

- ☒ DHL (+ 5,00 EUR)
- ☐ DHL Express (+ 9,00 EUR)

**Zahlung**

- ☒ Sofortüberweisung
- ☐ Kreditkarte/CreditCard

**Rhein-Neckar Löwen vs. TSG Lu-Friesenheim**  
Mi. 03.06.2015, 19:00 Uhr, HBL 14/15, SAP Arena, Mannheim

Rang/Block	Platzierung	Reihe	Sitz	Ermäßigung	Preis
x 207	<input type="text" value="q"/>	11	16	Vollzahler 25,00 EUR	25,00 EUR

**Musikschau Schottland**  
Sa. 23.05.2015, 20:00 Uhr, HBL 14/15, SAP Arena, Mannheim

Rang/Block	Platzierung	Reihe	Sitz	Ermäßigung	Preis
x 408	<input type="text" value="q"/>	12	16	Vollzahler 60,50 EUR	60,50 EUR

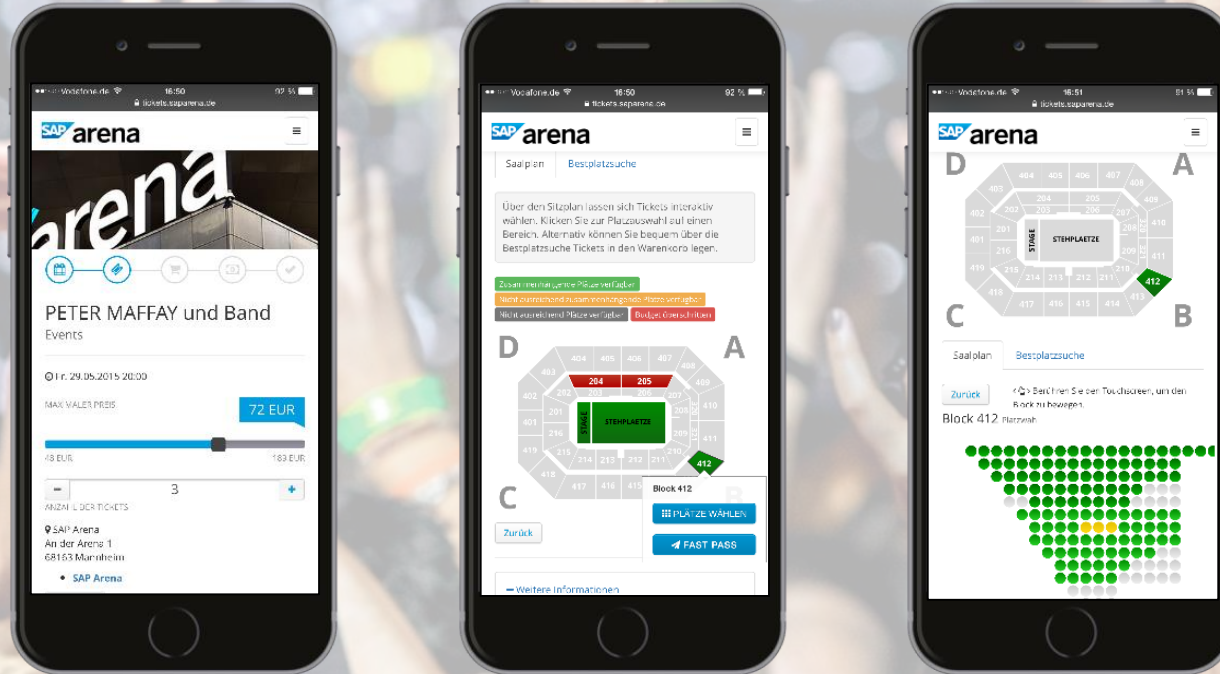
[Warenkorb löschen](#)

Zahlung (Sofortüberweisung)  
Versandart (Versand Tickets DHL)  
Lieferdauer DHL-Versand 3-4 Werktage

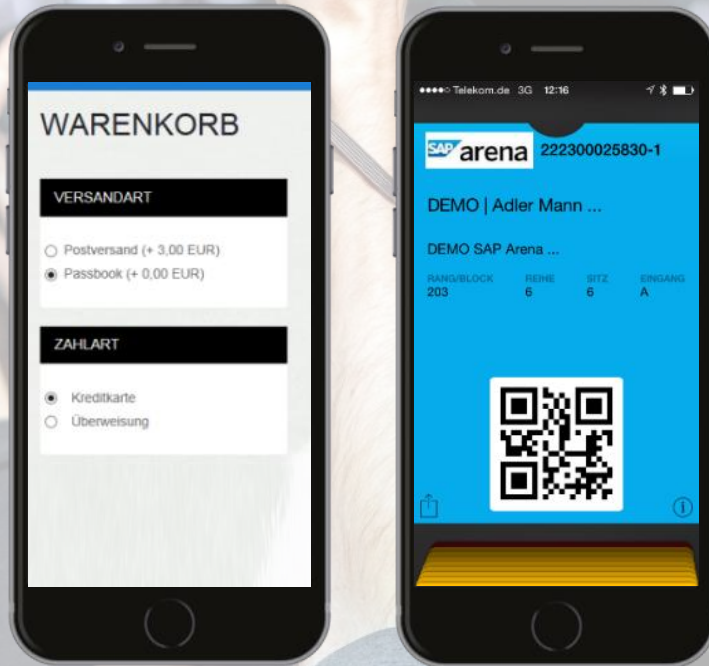
**Summe:** 90,50 EUR



# SAP Event Ticketing in Operation: Mobiler Webshop



# SAP Event Ticketing: Vision Passbook Tickets





# Challenges in Management Reporting

**small core controlling team**

→ self-service reporting required

**travel or temporary absence from the office**

→ mobile app

**continuous updates of KPIs**

→ realtime / online reporting

**previously fragmented system environment**

→ 1 integrated overall application



**rollout of the SAP  
Management Dashboard**

→ realtime, mobile,  
self-service, integrated



# SAP Management Dashboard

DEMO



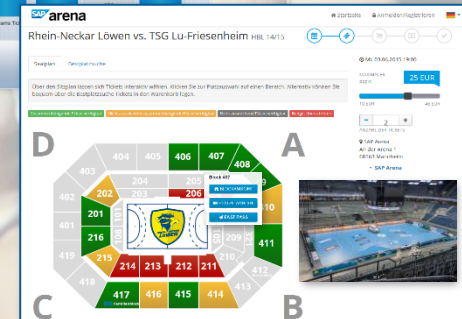


# Summary

## Advantages at a glance

- ✓ Comprehensive functions
- ✓ Usability / Simplicity / Speed
- ✓ Self-service reporting / Mobile
- ✓ Realtime
- ✓ Integration (processes, data sources)
- ✓ Reasonable TCO

→ Efficiency and transparency in arena operation



# Thank-You!



**SAP Arena**

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