VenueNext Helps Venue Operators Grow Business While Bringing Fans a Superior Experience

VENUE**NEXT**

Executive summary

VenueNext is a technology company on a mission to transform the way people around the world experience venues. VenueNext's platform unifies the venue infrastructure ecosystem, giving venue owners access to an entirely new suite of sophisticated software tools and services that enhance business performance. VenueNext also develops context-aware smartphone apps that, for the first time, seamlessly connect guests with everything a venue has to offer. VenueNext needed an integrated solution to provide key insights to venue operators. Since deploying Splunk Enterprise, VenueNext has seen benefits including:

- Achieving business objectives in a short timeframe
- Real-time data analytics
- Providing superior experience for event-goers

Why Splunk

Founded in 2013, VenueNext is backed by Aurum Partners LLC and other funds affiliated with the owners of the San Francisco 49ers, Causeway Media Partners, Live Nation Entertainment, Twitter Ventures and Aruba Networks. The company was named one of the top 10 most innovative companies in sports by Fast Company in 2015 and was the recipient of a 2015 Edison Award for Innovation. VenueNext leverages mobile technology to create a new standard of service for customers at venues, specifically by building a mobile app that allows any customer with a smartphone to experience VIP services on-site. The variety and velocity of the real-time data from the app is a treasure trove of information about customer behavior. But with only a short window of opportunity—while the customer is inside the venue—to analyze and take action on this volume of data, VenueNext needed to have real-time visibility into mobile app usage and customer engagement. VenueNext also needed to empower its clients—venue operators and owners—with a means of gaining real-time business insights to refine their offerings and increase the bottom line.

Splunk software was part of the real-time prototype for VenueNext's mobile app prior to its debut at the new 68,000-seat Levi's® Stadium in 2014. While VenueNext did evaluate a number of "Business

Industry
- Technology

Splunk Use Cases
- Business analytics
- Application delivery

Challenges
- Needed real-time visibility into mobile app usage and customer engagement
- Wanted to empower its clients to gain real-time business insights
- Seeking a real-time analytics platform
- Had to mash up real-time mobile app data with structured data from data warehouse

Business Impact
- Business insights that help venue owners and business operators grow their businesses, refine their offerings and plan for high-volume events
- Full visibility into facility operations, reducing waste, improving on-site efficiencies and maximizing revenue
- A superior experience for event-goers, through data analysis

Data Sources
- Ticket scan data
- Parking data
- Concessions stand data
- Mobile application usage data
- GameCenter data

Splunk Solutions
- Splunk Enterprise

Intelligence as a service" platforms, the company found that these options were not economically or technologically viable to achieve the business goals in the short execution window that the company had before the first game at Levi's. According to Ronak Bhatt, vice president of data products and customer enablement at VenueNext, "We had two and a half months to build out the analytics platform. Splunk software provided the most simple architecture, and we were able to satisfy all of our business objectives in a short timeframe, in time for launch. It was one of the fastest cycles I have seen in my Business Intelligence experience."

VenueNext plans to bring its platform to clients in the hospitality and healthcare spaces.

Real-time insights and visibility into on-site business operations

The real-time business insights provided by the Splunk platform are helping the Levi's Stadium business operations team direct venue resources based on demand in order to optimize the fan experience. For example, concession operators access data from real-time Splunk dashboards during each event to easily see which concessions stands are overcrowded, identify blocks in the delivery process, and gauge inventory levels on-the-fly. This enables business operators to transfer inventory to meet higher volume demand at certain locations, reducing cost and waste, while maximizing revenue opportunities. Looking at trends over time also helps operators to stock inventory to meet projected demand and refine the efficiency of their food-delivery services, with an overall positive impact on guest satisfaction.

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Ronak Bhatt, Vice President of Data Products and Customer Enablement
VenueNext

Understanding event-goer behavior to transform the stadium experience for fans

Any visitor using mobile technology such as a smartphone or tablet can now have a VIP experience at a Levi's Stadium event using the Levi's Stadium App. People going to the stadium can simply download their tickets, scan them and effortlessly find their seats. They can order their food and drinks in advance from an express order menu and pick them up on their way in. Or they can place the order on-site to be delivered directly to their seats, while tracking delivery progress—and the app remembers their orders from previous visits. They can also watch video replays through their phones.

"VenueNext is changing the overall fan experience," Bhatt said. "It's a phenomenal transformation in how event goers engage with the stadium—how they park, what they do once they get inside, their purchasing behaviors. With the Splunk platform, we are capturing mobile app usage data, in real time, to ultimately help the end customers. Through real-time data insights, we are gaining invaluable information that helps venues create an unforgettable experience that directly reflects what their customers actually want."

Download Splunk for free or get started with the free cloud trial. Whether cloud, on-premises, or for large or small teams, Splunk has a deployment model that will fit your needs.

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