

# TIBCO Spotfire® for Sports and Entertainment

## TOP PERFORMERS

- Have a 360 degree view of the fan
- Use data proactively, rather than reactively
- Enable all facets of the business to use data in making decisions
- Leverage all channels of data collection for holistic analysis
- Provide a world class fan experience

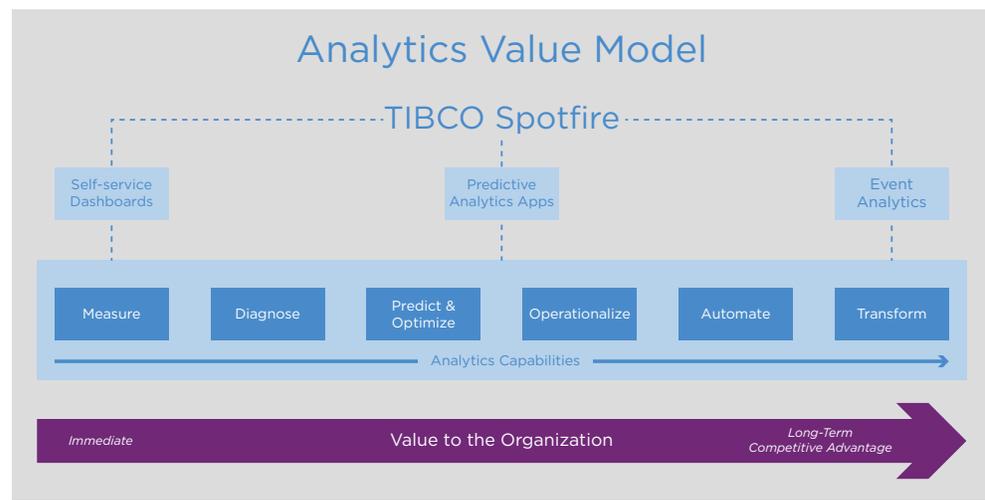
In the sports and entertainment industry today, there is no shortage of data. Organizations collect massive amounts of information about fans — from ticket purchases, retail transactions, food and beverage consumption, fan sentiment apps, and other sources. Add to that sponsorship data, interactions on social media, third-party data providing demographics such as from telecommunications providers, and you have a rich and deep pool to draw insight from.

The challenge these organizations face is how to analyze all this data in a meaningful way that fosters collaboration and data-driven decision-making. How do you determine the best POS locations based on foot traffic? Convert content on social outlets to targeted campaigns to drive attendance? Overcome the challenges of not only analyzing ticketing data, but getting it in the first place?

The obstacles to 360-degree views of fans and consumers are vast, and as time passes, data significantly loses its value. Sports and entertainment organizations need to not only react to fan demands, but preempt the potential for a negative experience, a missed sale, or a less-than-full house. Marketing needs to optimize spend on campaigns, facilities needs to know where to place ushers to maximize vendor sales, and executives need to know what is happening in real time to make strategic decisions.

It all points to the need for a strategic, analytic plan that addresses these challenges, and a technology platform that will support it—short and long term. Starting with a descriptive approach, sports and entertainment organizations can answer the question: “What happened?” As they mature, they need more information from their data. Diagnostic approaches that answer “Why did it happen?” advance to predictive analytics that answer “What might happen?” and then to prescriptive analytics, or “What should we do about it?”

By implementing a well-planned, self-service analytic platform, sports and entertainment companies create a better fan experience, react to unforeseen events in real time, and out-perform their peers. These organizations monetize the value of their data.



## ABOUT CADEON ASSOCIATES

Cadeon was founded in 2007 on the belief that we could deliver information services differently and more effectively than ever before with cohesive teams focused on a single purpose.

It's our passion and our mission to save you money, time, and frustration. Our highly skilled people implement proven software and processes that dramatically increase your company's productivity using better and more complete information.

By partnering with the absolute best in the field, we provide solution consulting and system integration in agile data warehousing, data virtualization, reporting, analytics, and enterprise information architecture.

In short, we help you leverage ALL of your information so you can use it to fuel your company.

Cadeon Associates partners with TIBCO Spotfire to deliver a sophisticated solution that addresses all the needs of these organizations. Through Cadeon's clearly defined, repeatable approach, sports and entertainment companies can rapidly implement and develop applications to serve the analytic needs across the entire organization, from the C-suite to the parking lot.

Cadeon chooses to partner with TIBCO Spotfire because the platform offers extensibility beyond other vendors. From dashboarding and KPIs to truly real-time, event-based alerts, Spotfire supports all the analytic use cases entertainment professionals need. Spotfire's unique platform can operationalize and automate analytic processes and work flows, and enables everyone from business users to data scientists to better understand and develop insight from the data they collect.

Cadeon's approach is to use an iterative approach to provide insights early and often. Working with your organization, we define a game plan for unifying your information assets into a set of score cards that become the instrument panel that guides you. Once our plan is defined, we add value early and often. Our goal is to provide additional functionality in days or weeks, not months or years. Following this process, we isolate those critical insights that drive your business and provide a world class experience to your customers.

## THE TIBCO PLATFORM

Organizations today are being challenged by an explosion of data and the demands of digital consumers. The increasing volume, variety, and velocity of information is overwhelming traditional IT systems, while today's always-on customers are demanding personalized, real-time services through their channel of choice.

Transforming your business to meet these 21st-century challenges cannot be achieved with 20th-century technologies. It requires an IT platform that can make sense of the deluge of data, understand events, glean insight from hidden patterns, and respond intelligently in real time – enabling you to be the first to insight and the first to action.

The TIBCO platform is unique in its ability to seek, understand, and respond to real-time events. This provides comprehensive visibility into trends and opportunities, as well as the intelligence and agility to recognize and instantly react to key events for capturing opportunities and averting risks within ever-shortening time frames.

The TIBCO platform is uniquely suited to transform your business into an event-enabled enterprise so you can meet the challenges of the 21st century.



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