



Qualex's smart business solutions include Enterprise Intelligence Platforms that integrates individual technology components into a single, unified system. This results in an information flow that transcends organizational silos, diverse computing platforms and niche tools, while also delivering new insights to drive increased value for any organization. With our **Qualex iQ-Sports™ Data Model** we provide consistent reporting and analytical platform for predictive analytics.

In addition, Qualex Enterprise Data Warehouse consolidation offers a unique solution used for reporting and data analysis that integrates data from one or more disparate sources and creates a central repository to generate valuable information about your fans and operations.

Operational Source Systems Populating The Qualex iQ-Sports™ Data Model Include:



Ticketing
(NBA, WNBA & events)



CRM Contacts



Corporate
Partnerships



Financials

Qualex projects with the NBA and MLS teams include:

- Ticketing dashboard in a report type format built at the client's request
- Ticketing dashboard leveraging visualizations and dynamic prompts
- Marketing Partnerships dashboard
- Database marketing strategies that focus on fan performance
- Profit & Loss summary built using dynamic prompts
- Traditional Consolidated P&L summary





Optimizing Sports Business Operations with Qualex iQ-Sports™

Qualex iQ-Sports™ analytics provides an integrated environment for predictive and descriptive modeling, data mining, text analytics, forecasting, optimization, simulation, experimental design and more. QLX delivers a range of techniques and processes for the collection, classification, analysis and interpretation of data to reveal patterns, anomalies, attributes and relationships, leading to new insights and faster, better answers.

QLX offers capabilities in four categories:

- **Fan intelligence** - Predictive modeling, segmentation, marketing automation and real-time decision making help maximize each fan's total value and an increase in attendance. QLX will deliver targeted, personalized marketing campaigns that drive profitability.
- **Performance management** - Cost and profitability analysis shows where it is most profitable to increase venue revenue while containing costs. Dashboards and scorecards show how each department's efforts contribute to strategic objectives and KPIs. Financial consolidation and reporting help ensure timely and accurate reporting of financial information.
- **Venue intelligence** - Forecasting, pricing analysis and optimization solutions help venue operator's better stock, price and staff their event-day operations. Analytics and BI reporting allow retail operations to predict demand and understand the value of customers and promotions.
- **Golden Record** - Clean up and consolidate all data to understand the total fan value and eliminate duplicate records in multiple operational systems. SAS offers a complete portfolio of data integration capabilities, including: data cleansing and enrichment; extraction, transformation and loading; data federation; master data management; and much more.

Qualex Solutions Include iQ-Support™ :

Qualex iQ-Support™ is an internet-driven solution for organizations that, after implementing integrated softwares, need additional support to maintain their system's operation. Qualex offers bundles of consulting hours from its experts in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis.

To learn more about our Solution :

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