

## iQ-Sports™ & Social Media





















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# Social Media as a primary source of information



### iQ-Sports™ & Social Media

#### Social Media as a primary source of information

- Fans can help propel and drive sport teams and leagues marketing efforts... How?
  - Fact 1: 45% of 18-35 year olds follow sport teams or athletes online, and 35% of them regularly use social media to comment on, tweet/retweet, share or link to online sports content.
  - <u>Fact 2</u>: Largest percentages of fans use tablets or smart phones to access to sports content while watching or attending games.



# Creating Social Media Command Centers



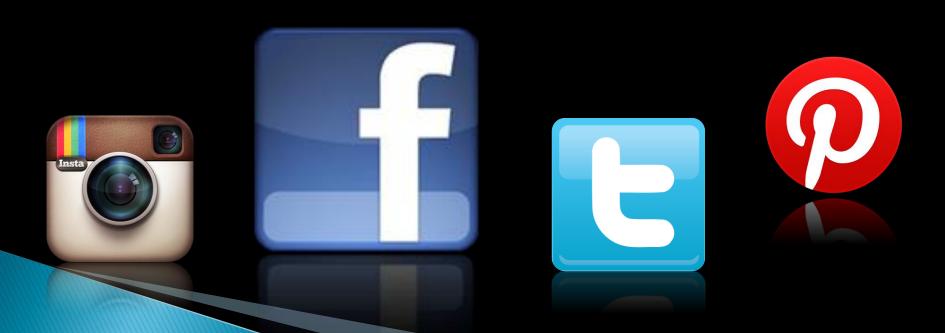
### iQ-Sports™ & Social Media

#### **Creating Social Media Command Centers**

- <u>iQ-Sports™</u> offers a component that pulls information from the most relevant Social Networks into the Data Warehouse.
- Once the data is collected, you can appreciate how a team of dedicated fans can interact with, engage and repost fan content. Also, you can be the first witness as the team's Facebook fans and the Twitter follower accounts grow substantially at the same time revenue also increases.
- ▶ Teams are able to monitor fan content from Twitter, Facebook and Instagram based on #HASHTAGS to then repost the best of the content, see what has fans been talking, and <u>engage</u> with the most influential and <u>passionate</u> fans creating content.



## Social Media Workflow



#### Social Media Workflow

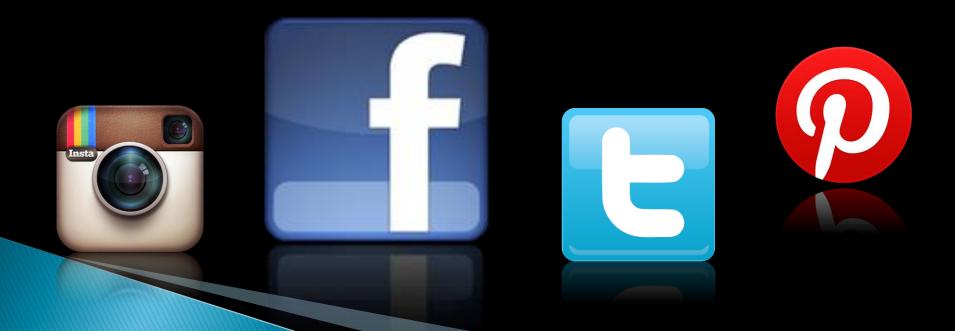








## Social Media Architecture



#### Social Media Architecture

Social Media Channels











Capture | Store | Refine



- ✓ In–Memory
- ✓ Transactions
- ✓ Analytics
- ✓ Text
- ✓ Predictive
- ✓ Planning

SAP HANA DB Services: iQ-Sports<sup>TM</sup>



SAP HANA CLOUD PLATFORM

Reporting & Dashboards











## iQ-Sports™ & Social Media Sample



#### iQ-Sports™ & Social Media Sample

#### World Cup 2014 Case

Twitter Pull every minute for 1 month

League Schedule: 1-month tracking



#Fifa #WorldCup World Cup Portugal 2-1 Ghana\u26bd\ufe0fRonaldo #worldcup #worldcup2014 #brasilworldcup2014 #ffa #fifaworld... http:\/\/t.co\/WGnPcOKiKk #Fifa #WorldCup World Cup Quand t'es a Arlon, puis que tu bouge a la fronti\u00e8re pour la victoire de l'Alq\u00e9rie :D!!... http:\/\/t.co\/zCqQ4lKwH0 #Fifa #WorldCup World Cup Quase Su\u00ed\u00e7os! #ArenaDaAmazonia #FifaWorldCup #Brasil2014 http:\/\/t.co\/BesUVd0lpd #Fifa #WorldCup World Cup Quedan 16. #F\u00fatbol #FifaWorldCup #Mundial #Octavos #Fixture #WorldCup #Brasil2014 #Vamo... http:\/\/t.co\/T84iuZWB6u #Fifa #WorldCup World Cup Rather Be\u2665\n#Instalove #Love #Romance #TagsforLikes #Instaphoto #Instagramphoto #Citylif... http:\/\/t.co\/5LPMUk3JpL #Fifa #WorldCup World Cup S\u00f3 sei q amanha tem Brasil + Maracan\u00e3 + Rio #fifaworldcup #tatenucopa #aquitemfesta #ar... http:\/\/t.co\/q1iLKTEdS5 #Fifa #WorldCup World Cup #FIFA #WorldCup #Brasil #Karnezis #Maniatis #Manolas #Samaras #Kone #Karagounis #Salpin... http:///t.co\/5Y9Mg5LKNO #Fifa #WorldCup World Cup #FIFA #WorldCup #Nigeria #TeamPhoto #SuperEagles #Last16 #Adidas #JohnObiMikel #PeterOd... http:\/\/t.co\/LRF6GcxIWI #Fifa #WorldCup World Cup #FIFA #WorldCup #Nigeria #TeamPhoto #SuperEagles #Last16 #Adidas #JohnObiMikel #PeterOd... http:\/\/t.co\/QhRMXQKurM #Fifa #WorldCup World Cup #Colombia will take on #Uruquay in the #FifaWorldCupBrazil Round of 16. Uruquay will be... http:\/\/t.co\/wY9E4rb0Ff #Fifa #WorldCup World Cup #DeRossi #Italy #AsRoma #WorldCup #Brazil #Azzurri #DDR16 \nDe Rossi is back to Italy af... http:\/\/t.co\/9TVpySLfvq #Fifa #WorldCup World Cup #INA #WorldCup #TapiItuDulu #BangetMalah http:\/\/t.co\/WMSQfFvMWD #Fifa #WorldCup World Cup #KICKforGOAL \u26bd\ufe0f\ud83d\ude01 #WorldCup http:\/\/t.co\/tkAGSLxd6I #Fifa #WorldCup World Cup #MexicanWave #worldcup http:\/\/t.co\/vHrp4etq25

#Fifa #WorldCup World Cup #Italiandrink#Italy#green#white#red#longdrink#photoofday #tagforlike #instapad #followe... http:\/\/t.co\/e1Ws1bxa4x

#Fifa #WorldCup World Cup #LCtalEnt hot Models representing USA last night at deportestelemundo titularesymas #go... http:\/\/t.co\/Y4XL0NrDJq

#Fifa #WorldCup World Cup #FifaWorldCup #2014#Brazil #SleepLessNights http:\/\/t.co\/bL17iEBCGn

#Fifa #WorldCup World Cup #France is gonna win #fifa #worldcup #Brazil \ud83d\udcaa\ud83d\udc51\ud83c\udf8a\ud83c\udf8a\nWearing #10 that once was #ZinedineZi... I

#Fifa #WorldCup World Cup #Rio #worldcup ### http:\/\/t.co\/BAtCtqdmNf

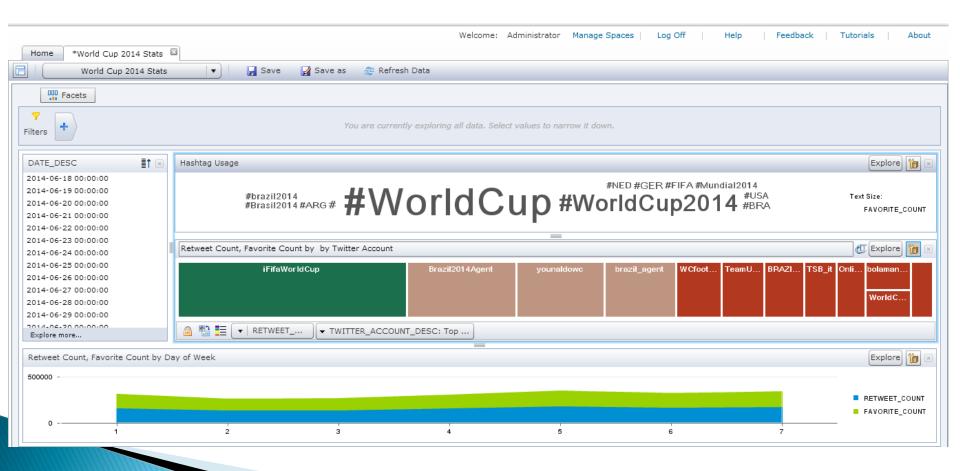
#Fifa #WorldCup World Cup #RETRICA can s\u0131k\u0131nt\u0131s\u0131 #girls #yeah #minecraft #galatasaray #worldcup #boring #nothing ... http:\/\/t.co\/ARtF7At6Os





#### iQ-Sports™ & Social Media Sample

#### World Cup 2014 Case







# For more information, contact us at: www.qlx.com

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