



iQ-Sports™ & Social Media



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Social Media as a primary source of information



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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.
 - Fact 2: Largest percentages of fans use tablets or smart phones to access to sports content while watching or attending games.

Creating Social Media Command Centers



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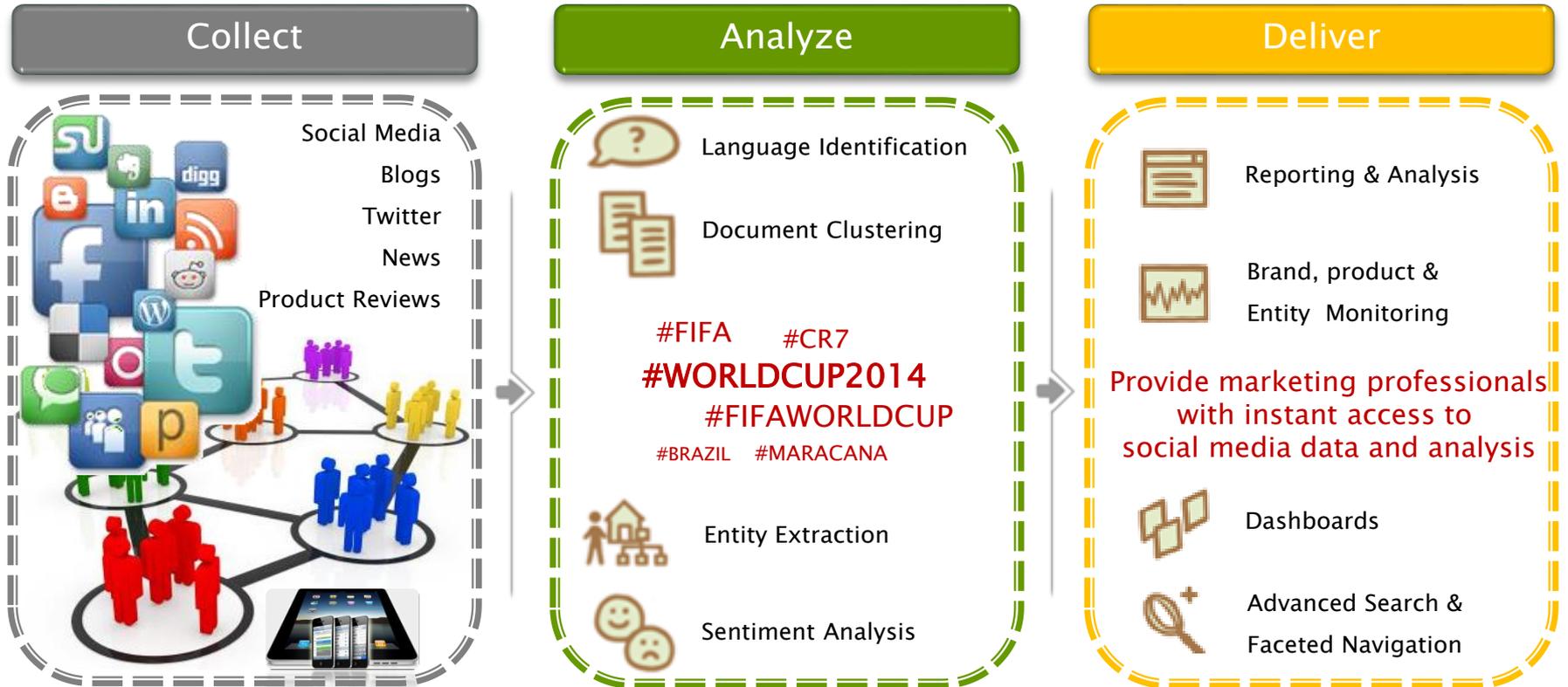
Creating Social Media Command Centers

- ▶ iQ-Sports™ 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 engage with the most influential and passionate 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™



SAP HANA CLOUD PLATFORM

Reporting & Dashboards



Microsoft

iQ-Sports™ & Social Media Sample



iQ-Sports™ & Social Media Sample

World Cup 2014 Case

Welcome: Administrator | [Manage Spaces](#) | [Log Off](#) | [Help](#) | [Feedback](#) | [Tutorials](#) | [About](#)

Home *World Cup 2014 Stats

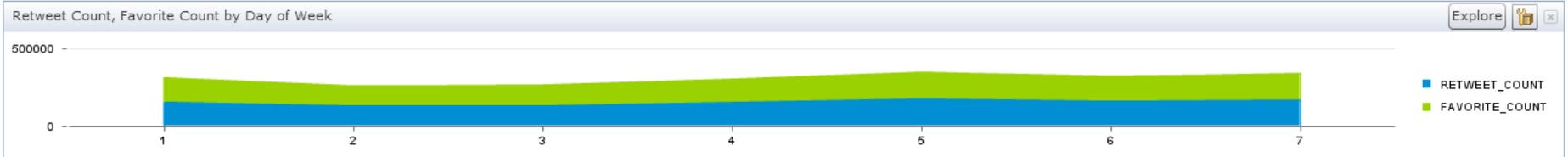
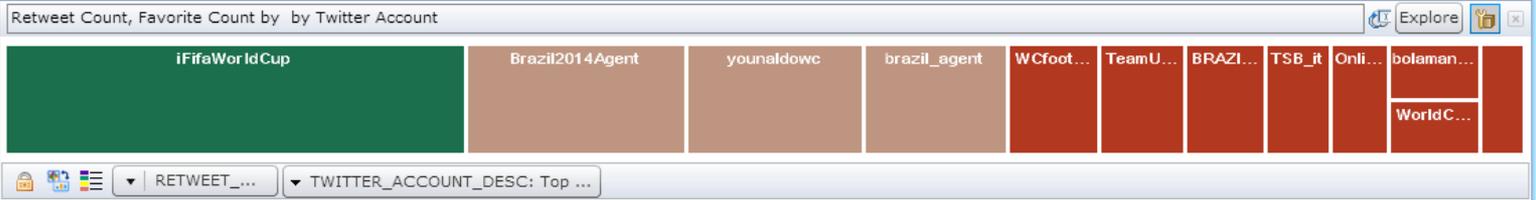
World Cup 2014 Stats | Save | Save as | Refresh Data

Facets

Filters

You are currently exploring all data. Select values to narrow it down.

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2014-06-20 00:00:00
2014-06-21 00:00:00
2014-06-22 00:00:00
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2014-06-26 00:00:00
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2014-06-30 00:00:00





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