

The Digital Transformation

David Suz

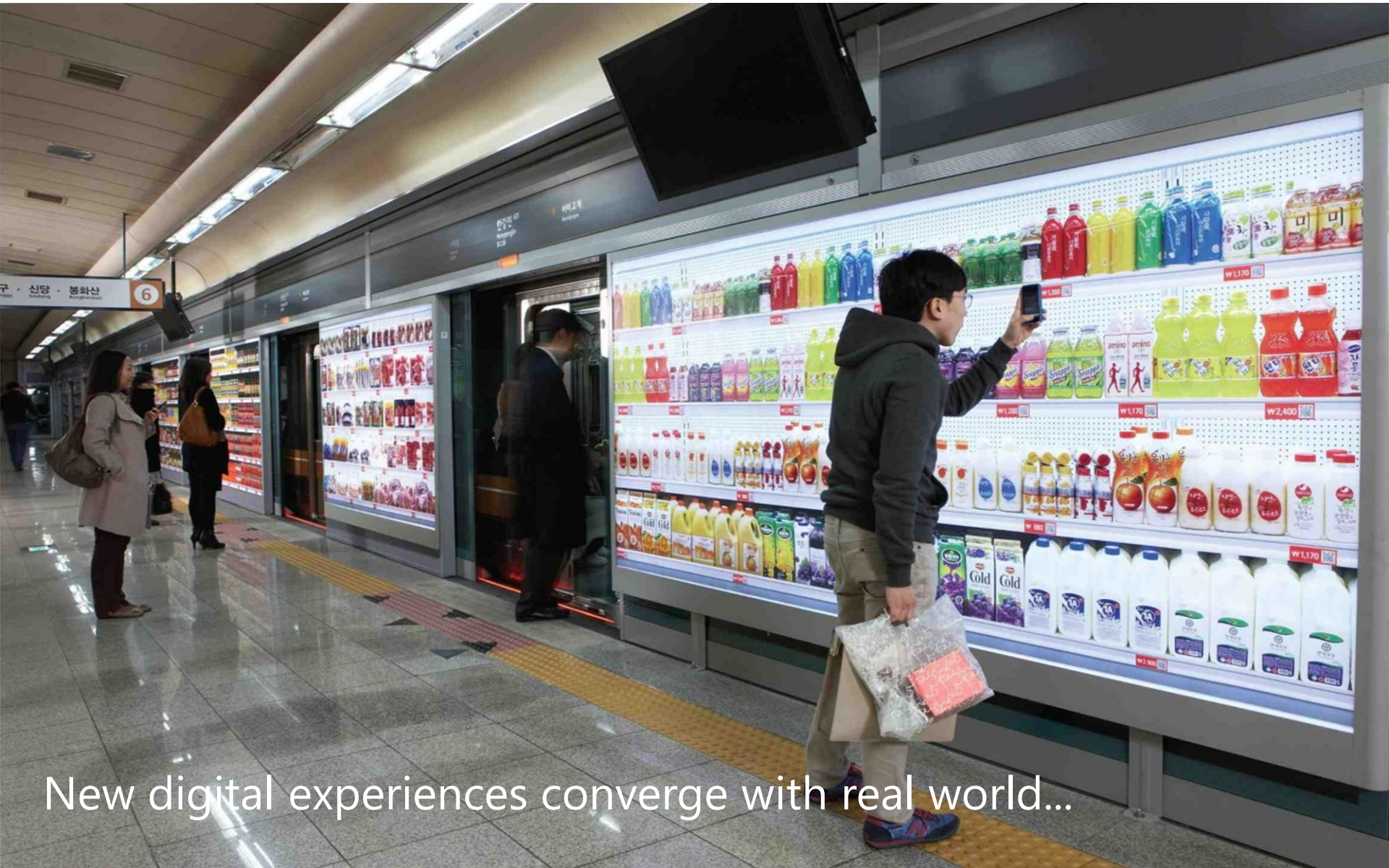
Solution Architect
Microsoft Services



The world has changed ...

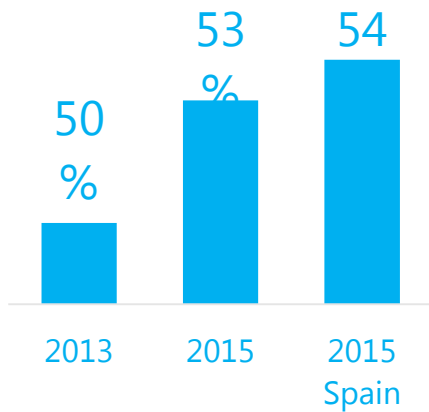
Re-imagine Customer Experiences...





New digital experiences converge with real world...

Integrate digital experiences with real world, achieve greater engagement with consumers

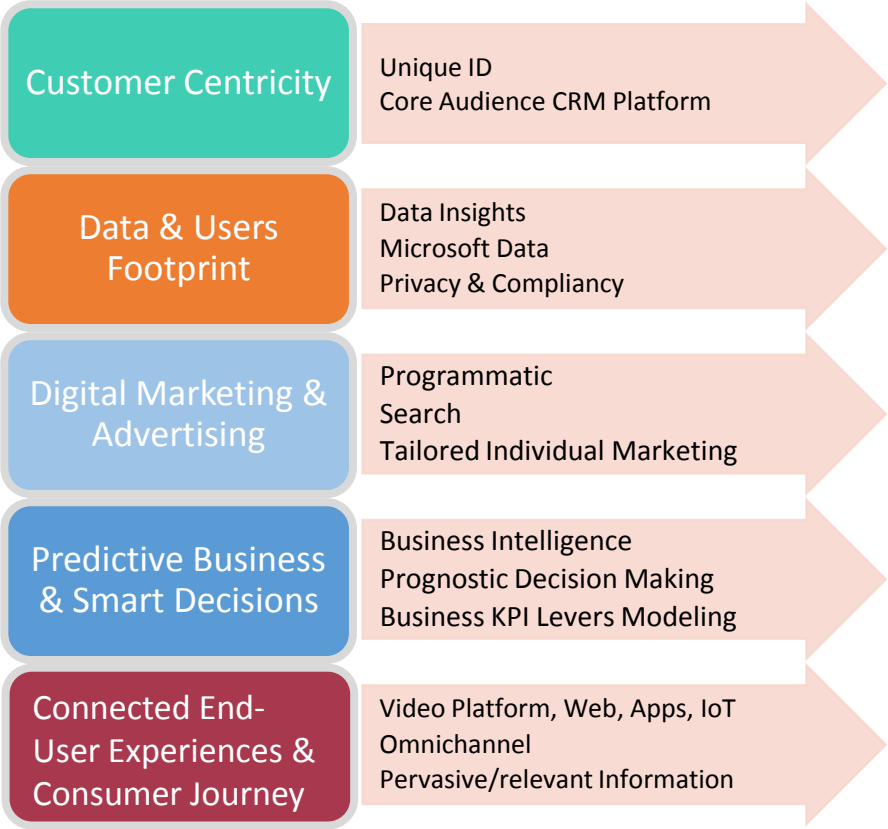
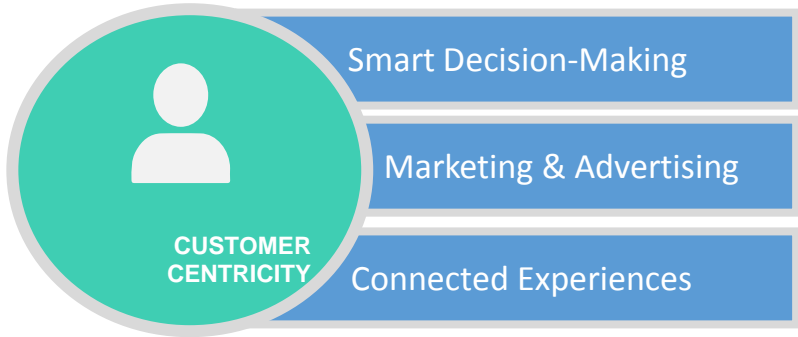


% of global vs Spanish consumers are interested in the future in digital services that allow you to experience and place or object on or offline in the same way





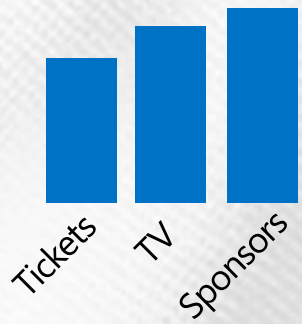
The Digital Transformation Fundamentals



Digital Transformation In Sports



Monetization



Digital Experiences and Monetization Scenarios

1

Smart Stadium

2

Second Screen

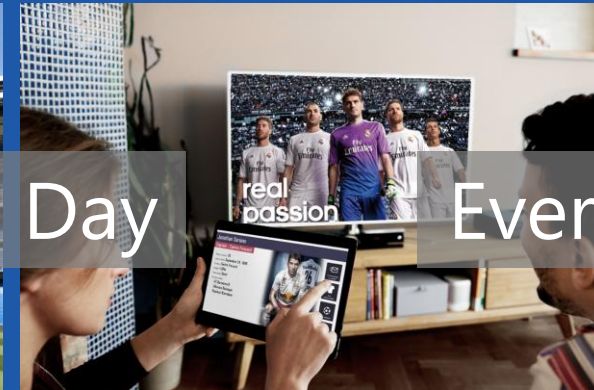
3

Commercial Partners

Match Day

Everyday

Microsoft Sports Digital Platform



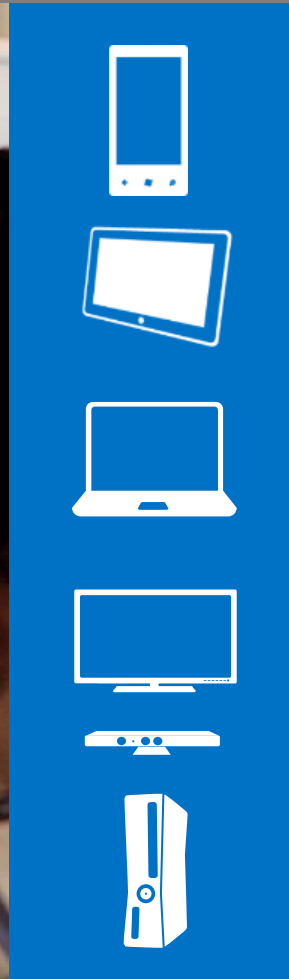
1 Smart Stadium: additional services



1 Smart Stadium: additional services



2 Second Screen: At Home or On the Go



2 Second Screen: very close to your team

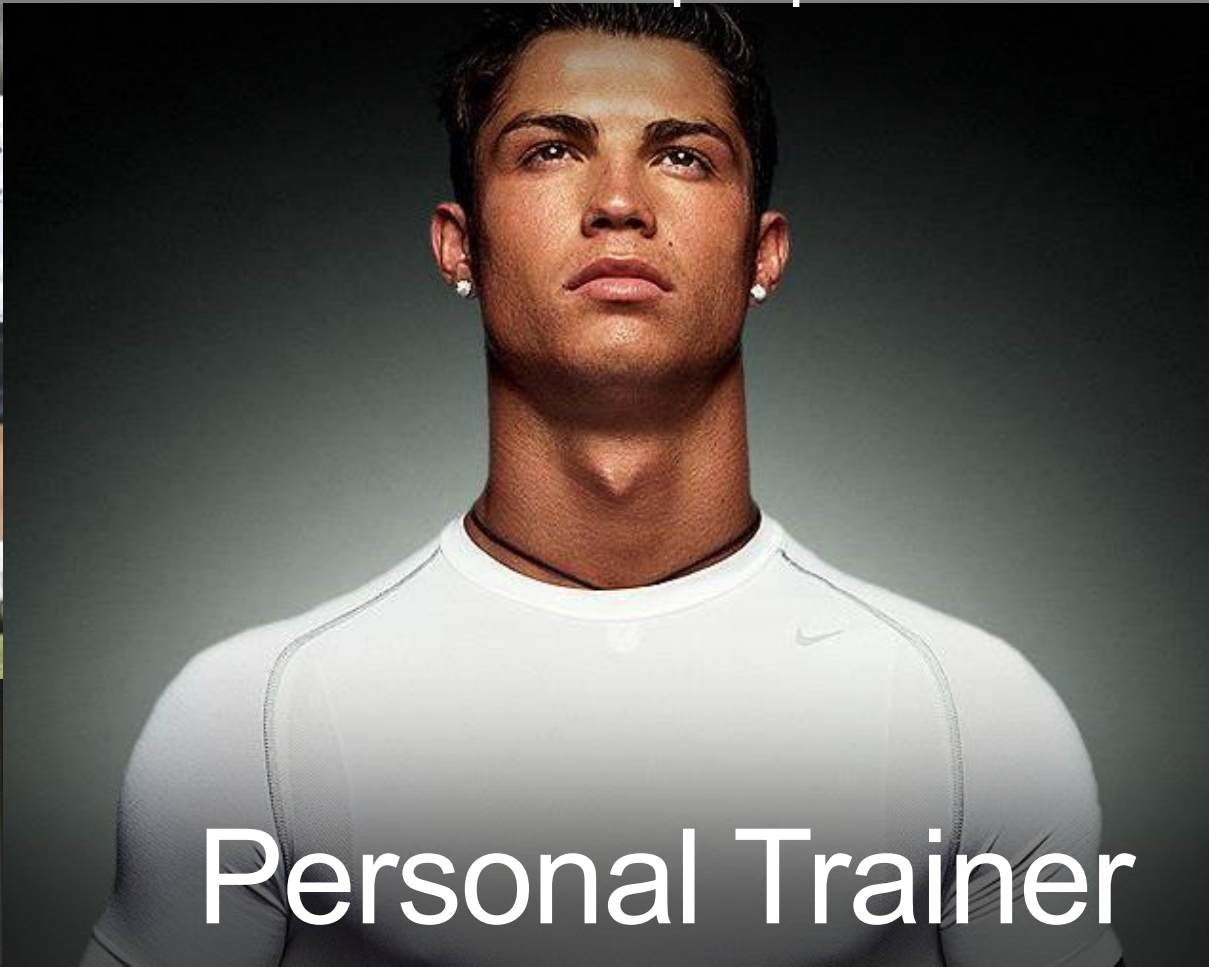


From Fan Identity to Digital Profile



COMPLETE ID	
DRINKS	
PURCHASE	
SENTIMENT	
FACEBOOK ID	

3 Commercial Partners: Increase value proposition



Personal Trainer



3 Commercial Partners: Increase value proposition



Microsoft Power BI

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Ask a question about your data



Call to actions

The image shows a Google Play Store search for 'real madrid app'. The search results are displayed in a grid. A yellow box highlights the main 'Real Madrid App' icon, and another yellow box highlights the 'Real Madrid App' listing, which shows a 5-star rating and 'Instalado' status. Below the main app, there are several other Real Madrid-themed apps, including 'Real Madrid Fantasy Manager 2015', 'Real Madrid Kick', 'Real Madrid Talking Players', 'Real Madrid Pinball', 'Real Madrid Fantasy Manager 2013 HD', 'Real Madrid Imperivm 2015', 'Real Madrid Powershot Challenge', 'Real Madrid Trivia Fans', 'Real Madrid Foto Match', 'Real Madrid Starscup', and 'Real Madrid Fantasy Manager 2011'. Each app listing includes its icon, name, and some status information like ratings or availability.

Google play real madrid app

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Categoría

Bares y restaurantes

Compras

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Real Madrid App

Real Madrid HD

Real Madrid ClevFoot

Real Madrid TV

Real Madrid CFApp

1st4Fans Real Madrid edition

Real Madrid - Supporter

Real Madrid App

Real Madrid Fantasy Manager 2015

Real Madrid Kick

Real Madrid Talking Players

Real Madrid Pinball

Real Madrid Fantasy Manager 2013 HD

Real Madrid Imperivm 2015

Real Madrid Powershot Challenge

Real Madrid Trivia Fans

Real Madrid Foto Match

Real Madrid Starscup

Real Madrid Fantasy Manager 2011

CLASIFICACION PARTIDOS ENCUESTAS

Liga BBVA - JORNADA 37

VER TODO

Buscar

Real Madrid Fan1

Real Madrid Fantasy Manager 2013 HD

Real Madrid Imperivm 2015: dominate world football!

Real Madrid Powershot Challenge

Real Madrid Trivia Fans

Real Madrid Foto Match

Real Madrid Starscup

Real Madrid Fantasy Manager 2011

Download App

ices

