



About Cognizant Netcentric

Cognizant Netcentric is the end-to-end digital partner that transforms brand experiences into next generation customer engagement by leveraging the Adobe Experience Cloud and Platform. As Cognizant's Adobe center of Excellence with 12 specializations globally, we have a decade-long track record of pioneering experience solutions.

Our 1500+ Adobe experts (2/3 certified) deliver customer value solutions across the globe. Since 2019 we are investing heavily in building up knowledge, capabilities and capacity for the Adobe Experience Platform.



The problem we solve

The fan experience is one the most emotional experiences out there - your heart beats for your club or team, your band, your players. Engaging with fans on digital channels needs to keep up with that, even more: it needs to improve the experience - being emotional in a digital world is not too easy, translating data into emotions is the challenge.

Organizations in the sports, gaming and entertainment industries - embraced by a larger fanbase - often lack direct and actionable data of their fans. Fans' needs and expectations cannot be met efficiently, leading to lower engagement and missing potential on conversion rates, as well as loss of cross- and upsell revenue potentials.



Value Solution

A single x-Generation fan engagement data platform for marketers.

Our platform leverages the power of AEP to **gain 1st party data ownership, unleash the value of personalization at scale through future-proof data driven real-time journey orchestration deepening relationships with fans and growing overall lifetime value of generations of fans.**

Marketers can create a 360° view of their fans to personalize digital experiences at scale and expand the overall "fan lifetime value":

- **Fan journeys at scale and at high speed**- with predefined, ready for production use and flexible features
- **Real-time interaction** with fans and their families through their lives and through every channel: web, mobile app, smart devices, call center and 3rd party services.
- **Automation of personalized journeys:**
 - Real-time event triggered, personalized push communication.
 - Actionable 360 fan profiles for edge segmentation and instant activation.
 - Algorithmic next best offers decisioning with personalized messaging.

Solution based on the latest Adobe products



Data Collection
[Mobile SDK,
Streaming API, Batch]



Journey Optimizer
and Offer Decisioning



Real-time CDP
[Edge segmentation]



App Builder

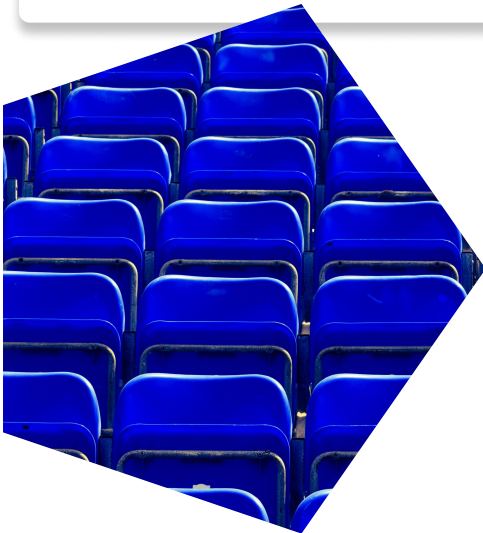




Key benefits

We have designed a formula for growth of next generations of fans and fans overall lifetime value:

- **A unified data repository** of fans on a seamlessly integrated technology platform (AEP RT CDP).
- **Our industry specific and scalable solution** provides a custom data model (XDM), predefined integration interfaces using standard AEP APIs (e.g. service center integration) and predefined user journeys
- **Increase pool of fans** by gaining valuable insights in consumer data and actively targeting families and fan networks to engage with convenient tailored experiences to foster referrals
- **Enhanced fan experience and deepen fan loyalty:** Enhanced fan experiences and loyalty of fans & their families through omni-channel engagement and personalization at scale. Our solution is ready-to use and can be flexible on a deeper level
- **Additional revenue:** Tailored offers for fans with families to drive substantial (additional) revenue and strengthen sponsorships
- **Enhanced operational efficiency and cost savings:** Ease of use for internal sales & marketing teams with a consistent and unified UI improves time to market for campaigns and journeys and lowers efforts for enablement and training.



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