

SUCCESS CASE

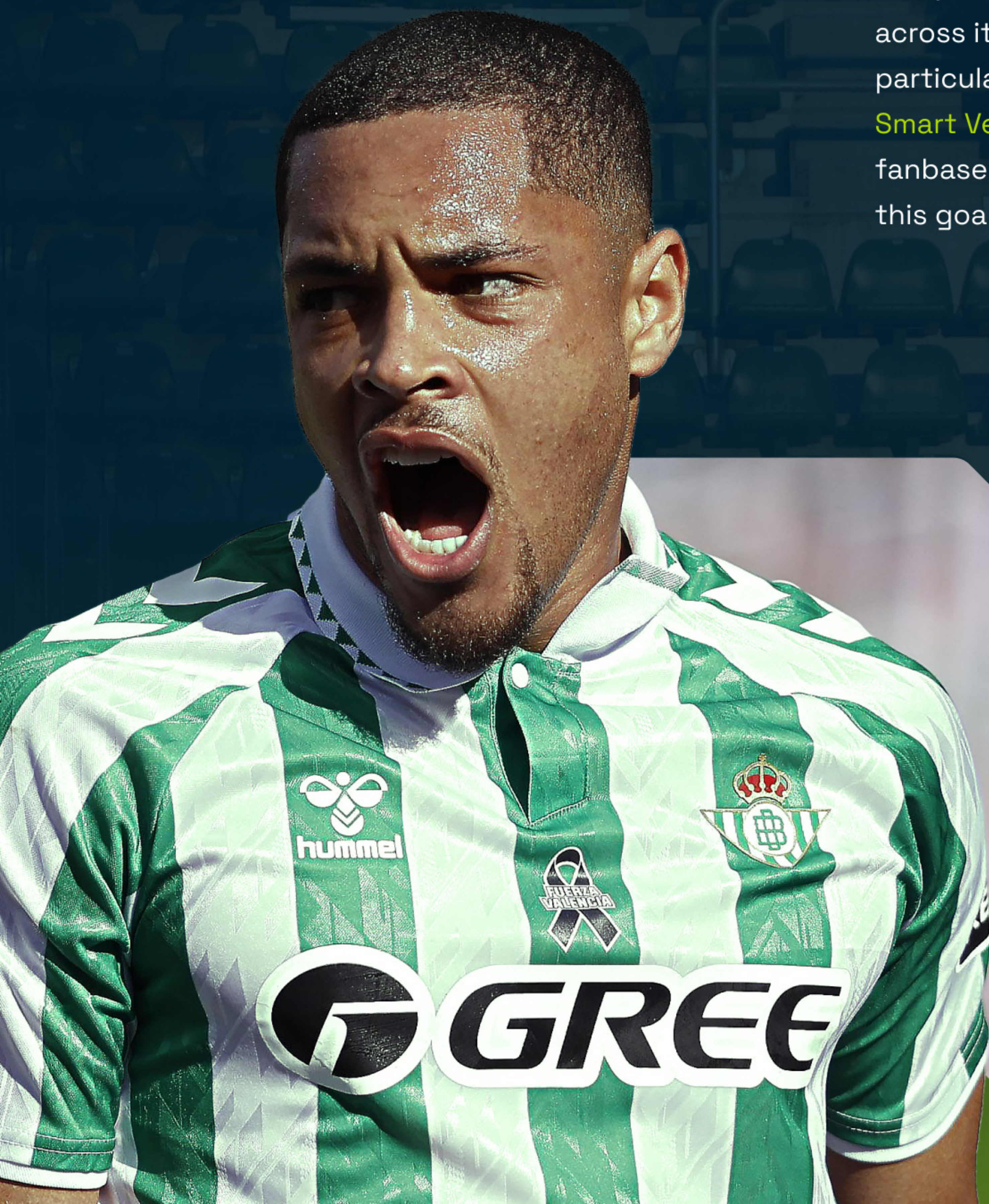
REAL BETIS BALOMPIÉ:

Leading digital
stadium experiences



About the club

Real Betis Balompié is an icon of Spain's Andalusia region, famed for its enormous following and the intense atmosphere generated inside its Benito Villamarín stadium. In recent years, the club has shown its commitment to leading the sports industry in sustainability initiatives and technology innovation.



A singular fan experience

- **Real Betis** aims to make its entire venue accessible through a single app, from entries to ticketing to payments, and turned to **Sportian** to help connect its various technology resources in order to enable this joined-up experience.
- Connecting the stadium to its wider **ecosystem** will greatly improve the understanding that the club has of its fan journeys, allowing it to deliver more personally relevant communications at the moment of greatest impact.
- With a stated aim to become a zero emissions club, the club is prioritizing the removal of paper across its processes, with digital ticketing a particularly key project. Through **Sportian's Smart Venues** solution, it can now offer its fanbase digital entry that allows it to deliver on this goal.

Results

- **OVER 11,600** OF THE CLUB'S SEASON TICKET HOLDERS CAN NOW ACCESS THE STADIUM THROUGH NFC TICKETS STORED IN THEIR GOOGLE OR APPLE WALLETS, DRASTICALLY REDUCING TIME TO ENTER WHILE MAINTAINING THE HIGHEST LEVELS OF SECURITY
- THE DIGITALIZATION OF ITS **TICKETING PROCESS** HELPS THE CLUB TO PURSUE ITS NET ZERO STRATEGY AND REACH A NEW MILESTONE IN ITS CARBON FOOTPRINT REDUCTION
- THE DATA COLLECTED BY THE SYSTEM ALSO ADDS A NEW STRAND TO REAL BETIS' **DATA-DRIVEN FAN ENGAGEMENT STRATEGY**, AND IT INTENDS TO DELIVER MORE PERSONALIZED EXPERIENCES AND OFFERS INSIDE THE STADIUM BASED ON THIS INFORMATION

"The effective management of our stadium gives us a strategic and competitive advantage. The NFC access that Sportian provides is an important step to creating a smoother experience for the fan, which helps us to build an incredible atmosphere inside the stadium."

RAMÓN ALARCÓN
CEO, REAL BETIS





De padres a hijos, de abuelos a nietos, una pasión llamada Petis

Real Madrid, Graciano, Phumel, finetwork, Viva el Petis, Manqueplerta, finetwork, Phumel, Graciano