

# Integrated Services Platform

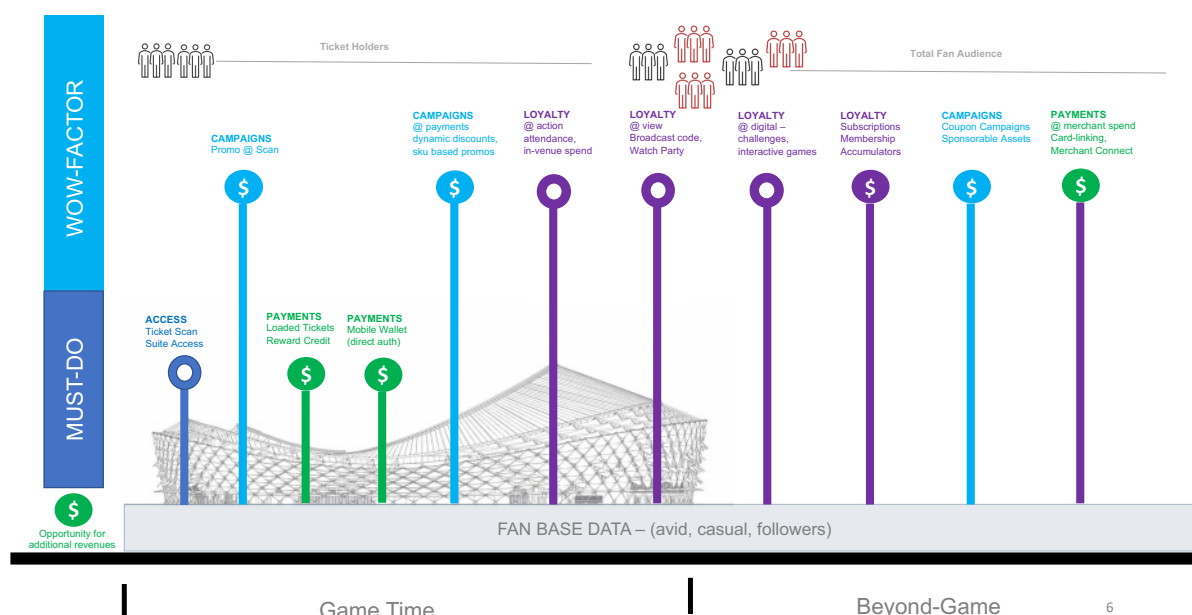
The multi-dimensional services platform for Sports & Entertainment Venues

## Section 1: Solution Overview

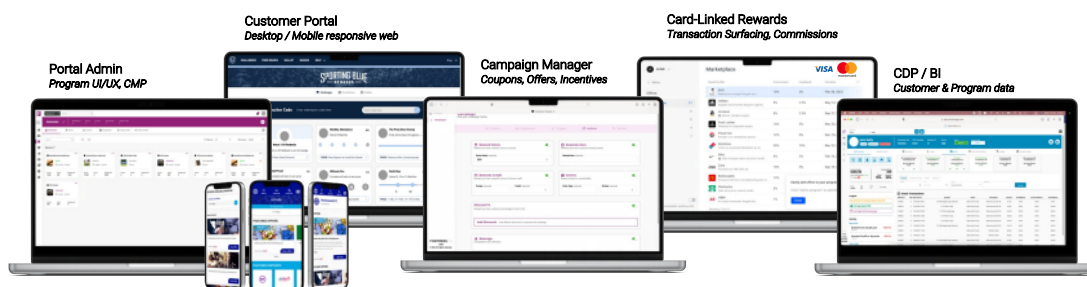
Welcome to the next generation of **Customer Data & Integrated Services Platform** designed specifically for Sports. For the first time, Fans can access game-day services in a single seamless and personalized experience. The platform components follow the fan, whenever and wherever they may interact with your business, across multiple systems. It enables Teams to deliver personalized transaction services to each fan based on their engagement profile, through existing mobile and digital interfaces. Each of the service components are designed to work together to unlock rich customer data and drive new engagement revenue possibilities.

Utilizing the very latest in headless **micro-services technology** – our SaaS platform enables Sports Teams to build white-label, customized and tailored programs aimed at their different fan audiences – each designed to optimize their experience, engagement, and value creation opportunity.

Fig.1 The Integrated Customer Journey



Powering these front-end services are an advanced toolkit of back-end data, campaign, and transaction engines:

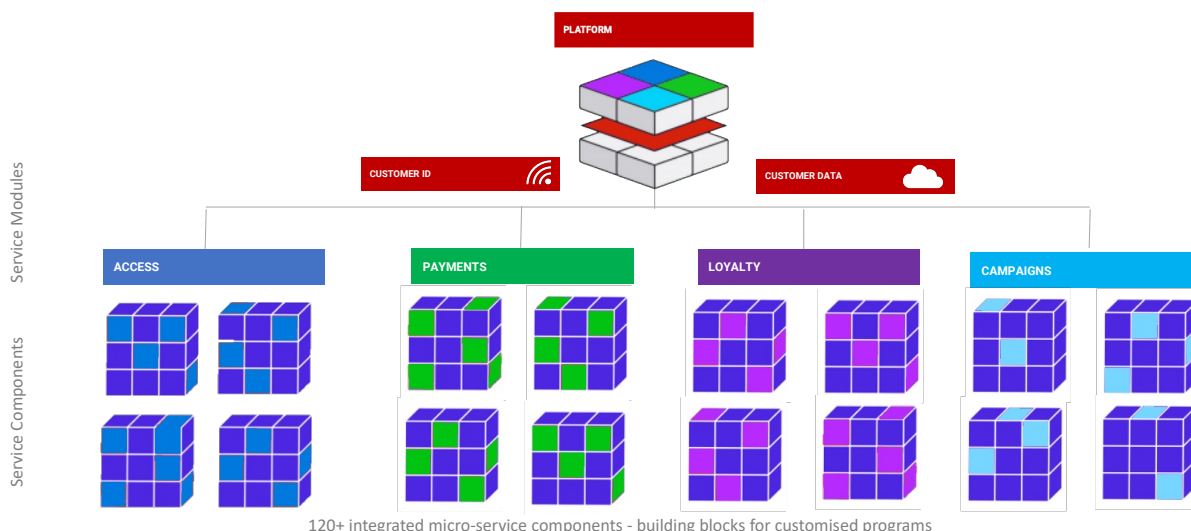


## The Value Proposition

Traditionally, Sports Teams have contracted with a myriad of different service providers to deliver this range of services – be it venue access, loaded tickets, mobile wallet, offers & incentives, membership, and loyalty programs. Multiple providers lead to a “disconnected” and “disjointed” customer experience and management headaches. Now, for the first time, with Fortress Teams can turn to one platform and one supplier to integrate these services together. This delivers a truly better customer experience, richer data, and the ability to personalize services across multiple touch-points in real time. Ultimately, **this is about good business** - optimizing revenues and value of your most important assets – your fan base.

The real beauty of this Integrated Services approach is that Teams have the freedom to switch-on only those service components that they require, and to build customized service programs that best fit their strategic objectives.

Fig.2 120+ Micro Service components – connected to build multi-dimensional programs



## Section 2: Micro Services – Tech Stack

### VENUE ACCESS

1. Ticket Scanning – NFC, Mobile QR, Safetix, RFID, Print@Home, Printed, biometric, UWB
2. Tri-Reader Scanners – award-winning integrated reader – designed for self-scanning and fast track access – pedestal, suite readers, handheld, turnstile mounted, and wall mounted versions
3. Advanced integration with all major ticketing systems – including Ticketmaster, SeatGeek, Tickets.com plus many more...
4. SSO with primary ticketing providers
5. Advanced scanning logic – including ticket scanning, multiple ingress/egress logic, price band rules, full offline scanning capabilities
6. NFC Pass Creator & Ticketing Service
7. Android Device Control software for TR-readers
8. Access Management Software – dynamic scanning control, offline capability, predictive flow analysis, real time reporting, live dashboards
9. Suite Access Management Software
10. Ticket Transfer Solution **Advanced Feature**
11. Credential Management Solution **Advanced Feature**
12. Biometric Scanning Solution **Advanced Feature**

### PAYMENTS

#### LOADED TICKETS

13. Loaded Tickets – specific ticket value (no portal required)
14. Loaded Tickets + - value transfer – account to account (portal required)

#### MEMBER-BASED STORED VALUE

15. Long Term renewal incentive wallet – non reloadable (\$\$\$ for season ticket renewal)
16. Short Term incentive wallet – specific game value only (\$ per game active expires after each event)
17. Dynamic Spend Rules – apply specific rules to wallets (restrict usage to specific events, spend locations, products)
18. Transaction History and Reconciliation Reports
19. Digital Gift Cards – digital gift card issuing, activation and redemption
20. Balance reporting, transaction history on portal
21. Integration with leading Point of Sale & Mobile Ordering solutions
22. New Integration with E-Comm sites

#### MOBILE WALLET – enable your fans to connect their debit or credit card to their member account and to pay directly from their account (direct authorization)

23. Direct Authorization – connect multiple payment cards to DMC – encrypted secure tokenized transactions
24. DMC used as payment mechanism at Point of Sale
25. Payment Card management / active / freeze
26. Connect – PayPal, Venmo, Apple Pay / Google Pay

## CAMPAIGNS & REAL TIME INCENTIVES

**CAMPAIGN MANAGER** – build & drop real-time campaigns – set triggers, population, and incentives

### INCENTIVES (Active and Passive)

27. Multiple Discount Rules applied at POS – F&B / Merch – based on member type, location, event, sku product
28. Full Transaction & Discount reporting tied back to account
29. Share my Discount – limited one share per game using email address – prompt recipient to create free account [note: both parties have active discount for game] <sup>Advanced</sup>
30. Lifetime Savings Indicator - Display savings to date
31. Sku Level Promotions – meal deals, kids go free, “All you can eat” promos
32. Loyalty Benefits – trigger points, specific rewards, notifications
33. Access Triggers – integrate with access scanners to deliver surprise and delight live on ticket scan/ Coupon Flip

## LOYALTY – MEMBERSHIP & REWARDS

### MEMBERSHIP - ACCOUNT TYPES AND SINGLE SIGN ON (SSO)

34. SSO with TicketMaster, Seatgeek, Tickets.com / Ticketing Credential
35. Direct Access link from Mobile App to Fortress [Yinzcam, RawEng, MLB]
36. Multiple Member Types – STH / PPH / Kids / Intl
37. Member Portal – Mobile / Desktop versions
38. Content Pages - Content pages (ROFR, links, contact us)
39. Auto enrolment

### DIGITAL MEMBERSHIP CARD “DMC”

40. Digital member Card “DMC” / Unique QR code (both member types)
41. Copy Protection – refresh barcode each use, moving GIF, NFC
42. Discount Indicator in Portal – available on DMC

### APPLE WALLET / GOOGLE WALLET EDITOR

43. NFC Member Pass designer and issuer
44. NFC Notifications Services (Apple & Google)

### MEMBER BENEFITS

45. List member benefits based on account type
46. Calendar/list of events based on account type and purchased tickets to concerts/events
47. Support for embedding OpenTable for restaurant reservations (segmented based on account type)

### GAME / EVENT WAIVER

48. Game Waiver signature capture
49. Game Waiver management
50. Game Waiver creator
51. My Kids (add additional kids to your waiver)
52. Game Waiver per Kids
53. DMC for Kids (for game waiver)

### DESIGNATED DRIVER

54. Designated Driver Sign Up per game (click thru)
55. Designated Driver Activate Promo applied to DMC
56. Discount Indicator in Portal – available on DMC

|   |   |
|---|---|
| <b>LOYALTY &amp; REWARDS MECHANICS</b>  |   |
| 57.   | Apply renewal bonus points based on MVP / STH package   |
| 58.   | Manual top up bonus points  |
| 59.   | Loyalty mechanics – scorecard, point accumulation, working towards, level + tiers activation  |
| 60.   | Rewards Market Place – Buy Now items, Auctions, Book reward Events – based on member type/tier  |
| 61.   | Rewards Wallet – unique barcode / redemption  |
| 62.   | Rewards Wallet – scanning / HHU   |
| 63.   | Full Redemption Reporting   |
| 64.   | Transfer Reward to other members <sup>A</sup>   |
| 65.   | Share Reward to other members <sup>A</sup>  |
| <b>CHALLENGES</b>   |   |
| 66.   | Multiple Challenge Score Cards – 5 unique challenges – sponsor logos  |
| 67.   | Challenges – attendance, viewing (game codes), in-venue spend, interactive components, out-of stadium spend, social   |
| 68.   | Automated Score Cards – upto 10 stamps  |
| 69.   | Trophy Rooms  |
| <b>CONTENT</b>  |   |
| 70.   | Stream live events  |
| 71.   | Integrations via Youtube, Vimeo, Twitch   |
| 72.   | Connect to 3 <sup>rd</sup> party STATS and Data Feeds   |
| <b>GAMIFICATION / INTERACTIVE EXPERIENCES</b>                                     |   |
| 73.   | Predictor Game  |
| 74.   | Pick a Player   |
| 75.   | Trivia Games / Polls  |
| 76.   | Winner Draw – we will report on all the winners and client can select   |
| 77.   | Add sponsors to each game   |
| 78.   | Integrate 3 <sup>rd</sup> party game providers <sup>Advanced</sup>  |
| <b>CODES AND LOCATION CHECK-IN</b>  |   |
| 79.   | Voucher / Promo Codes (enter / capture) – sponsors / products   |
| 80.   | Broadcast codes / TV & Radio  |
| 81.   | Leader Boards   |
| 82.   | Bar Rewards Program <sup>Advance</sup> – reward fans for attending watch parties at specific locations/bars   |
| 83.   | Bar Dashboard <sup>Advanced</sup>   |
| <b>SUBSCRIPTIONS / ACCUMULATORS</b> (requires activation of Direct Auth payments) |   |
| 84.   | Subscription and premium membership products purchase flow  |
| 85.   | Members can multiple purchase accumulators based on actions and activities – “triple all points for season”, “double game points if certain player scores a touchdown”, “double your points if team wins” |
| 86.   | Fully managed purchase flow through portal  |
| <b>MY MEMORIES / INTERACTIVE HISTORY OF EACH FAN</b>                              |   |
| 87.   | My history – games I attended, games I watched  |
| 88.   | My image library  |
| <b>SPONSOR / PARTNER BRANDING</b>   |   |
| 89.   | Ability to brand elements of the portal with Sponsor logos  |
| 90.   | Ability to brand rewards and challenges with Sponsor logos  |

## LOYALTY #2- SPONSOR & COMMERCIAL ACTIVATIONS

### SPONSOR BRANDING

- 91. Associate Sponsor/Partner branding to specific components of the program – rewards, competitions, challenges
- 92. Embed Sponsor / Partner branding in Portal elements

### TARGETTED ADS

- 93. Integrated feed from ad tech providers

### DIGITISED COUPONS – Ability for Sponsors to build their own coupon campaigns

- 94. Coupon Store – ability to update for each game
- 95. Coupon Store – validity to be set by games
- 96. Coupon QR Code – ability to display unique “retailer QR code” on selection by member
- 97. Merchant Promo codes

### FINANCIAL SPONSOR LINK – integrate your financial sponsor directly into program

- 98. Link to Sponsor Bank – Issued Card Identification by BIN / Flagged in user account
- 99. Card Usage Reward for spend in stadium

### LOCATION CHECK IN

- 100. Event / Location Check in (Bars, Pre-Season events)
- 101. Location Verification

### FEATURED OFFERS

- 102. Direct feed of offers - online and offline affiliates – transaction tracking
- 103. Search Engine and Merchant Maps

### DIGITAL AFFILIATE NETWORK

- 104. Ability to track click thru to 3<sup>rd</sup> party e-comm networks – Rakuten / TCL
- 105. Transaction capture and reporting
- 106. E-comm Merchant Connect Managed Service – Fortress’ own affiliate network

### PAYMENT-LINKED LOYALTY Managed Service

- 107. Fan can register card in portal to earn program rewards at 3<sup>rd</sup> party merchants
- 108. Transaction surfacing on Visa, MasterCard, Amex (available US, Canada, UK, Ireland)
- 109. Switch on merchant network
- 110. Managed process for Merchant registration
- 111. Commission billing and management
- 112. Reporting and program analytics

### LOYALTY EXCHANGE Managed Service / InDev

- 113. Connect program to 3<sup>rd</sup> party loyalty programs – spend team points in 3<sup>rd</sup> party program
- 114. Fully Managed process for program connection, exchange management, billing and reporting

### 3<sup>rd</sup> PARTY SERVICE PLUG-INS Managed Service

- 115. Expand the commercial reach of loyalty marketing programs by connecting 3<sup>rd</sup> party service providers:
- 116. NFT / Crypto
- 117. Sports Betting providers
- 118. E-Sports
- 119. Free to Play - 3<sup>rd</sup> Party Games – reward for playing
- 120. In-game content providers (Kero)

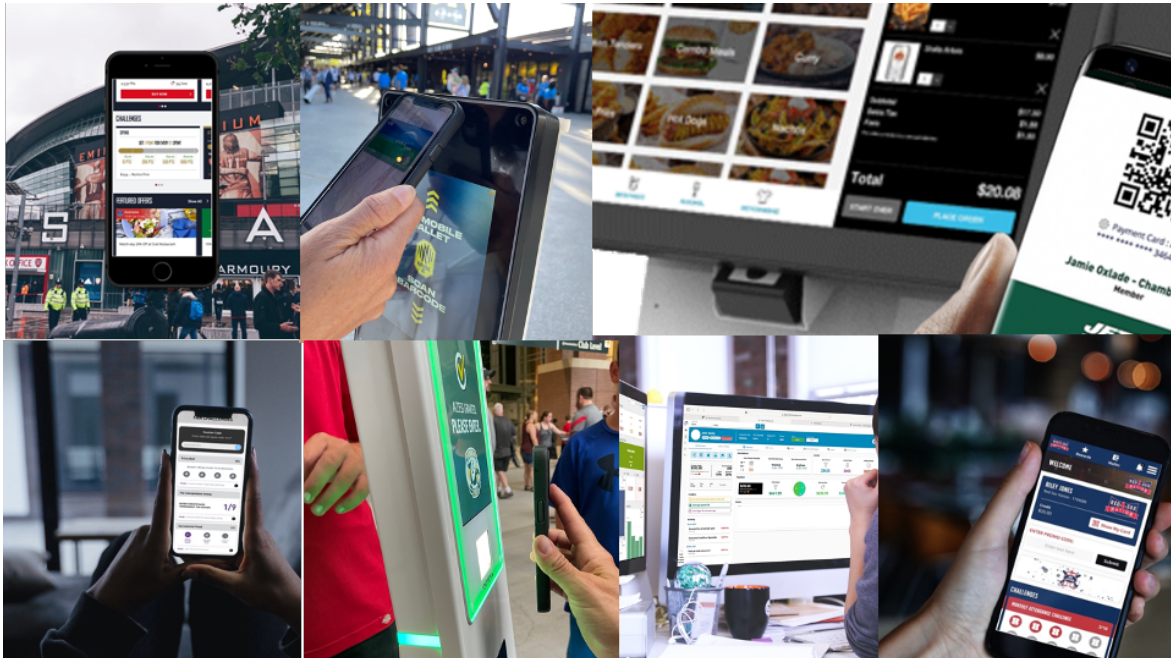
**About Us:**

A world-leading sports technology and services company that powers the game-day experience for over 150+ sports brands globally: because – Every Fan Counts.

Fortress technology powers venue operations and transactional engagement for sports teams and major events around the world. Our integrated suite of solutions have transformed the ways sports teams reach, transact and service fans on game days and beyond. Understanding who each fan is and personalizing services and benefits is key to optimizing experience and outperformance. Personalization drives engagement and a 15 to 20 percent revenue lift. Our success is rooted in our deep knowledge of the industry and the unrivalled level of API engineering that connects the Fortress ISP to the Sports eco-system.







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