RETAIL'S DIGITAL TRANSFORMATION:

IOT APPLICATIONS IN RETAIL FOR
THEME PARKS, ARENAS, AND STADIUMS

CISCO ACADIA TECHNOLOGY GROUP

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OVERVIEW OF IOT FOR THEME PARKS, STADIUMS, AND ARENAS

The most effective uses of IoT technology in the retail space develop and enhance a retailer's relationship with customers. For customers who are comfortable with technology and enjoy the brand they're interacting with, IoT can open up a vast world of possibilities that expand brand loyalty and boost sales.

In this document, we'll highlight several use cases for retail in IoT from theme parks, stadiums, and arenas. Many people don't immediately think 'retail' when someone mentions these industries but the retail play is strong for all three sectors of business and IoT opens doors CIOs once thought impossible to open, such as:

Mobile Promotions
Product offers delivered right to a shopper's mobile phone while they're near the product in a retail location.

Strategic Staffing
Dedicated staffing for areas of a stadium, arena, or theme park that experiences surges at certain times of the day.

Digital Signage Marketing
The opportunity to manage the distribution of unique retail offers based on customer location and proximity to digital signage.

WIFI AND IOT FOR REDUCING WAIT TIMES

The Denver Broncos used IoT technology and smart planning to integrate sales messaging into event broadcasts and messaging on digital signage during games.

This increased their retail revenue by 50 percent.[1] Here are a few of the things the Broncos did to achieve these results:

HD WiFi - This allowed employees to leverage a central, high-performance network through which to communicate on their laptops, tablets, and mobile phones.

HD IPTV Solution - With HD IPTV (high-definition, internet protocol TV) the Broncos were able to broadcast from a variety of internal and external sources. The HD IPTV technology allowed the team to change ads on the various displays throughout the stadium based on a variety of needs and pre-determined goals. The technology gave them the flexibility to be as creative as possible with their messaging.

Scalable, Secure Network - The team combined their WiFi capabilities and IPTV solutions and ran them on one central network for traffic management and ease of use. This allowed them to keep tight control over the myriad of screens and network access points throughout the stadium. That control gives them the confidence and flexibility to offer the most relevant retail shopping experience for their fans.

CASE STUDY BY THE NUMBERS

At Sports Authority Field at Mile High Stadium, the Denver Broncos boast:

1,200
displays of 55 inches or more

100
WiFi-enabled point-of-sale concession stands

50 Percent
increase in concourse revenue from digital signage

DIGITAL SIGNAGE FOR DEEPER CUSTOMER INTERACTIONS

PortAventura proves theme parks can use WiFi and Big Data to better engage with customers while rolling out a strategy to increase sales. The theme park in Spain rolled out high-powered 802.11ac WiFi technology to:

> Target WiFi signals in the most densely populated areas of the park

> Provide greater connection speed for high bandwidth demands from video and audio streaming

> Give uninterrupted connections

This made customers happy and developed a sense of trust. Once they had that, PortAventura began asking the theme park visitors for their information before they could access WiFi. This included asking for age, gender, and email address. They then used this information to engage with visitors to survey them and to also send an offer to encourage them to return to the park.

From a retail standpoint, PortAventura used a centralized management system to interpret and deploy marketing programs based on the data the WiFi efforts produced for them. For instance, when they have too many people crowding in one area, they send food and drink specials in another, less-populated area of the park. This also gives them insight into which parts of the park need the most staff members at any given time, again ensuring visitors remain well cared for and excited to be in the park.

CASE STUDY BY THE NUMBERS

PortAventura Achieved Retail Theme Park Success with:

180
Indoor/outdoor WiFi access points PortAventura installed to accommodate visitors

I Million
New visitors the firm plans to attract due to enhanced WiFi

80 Percent
Visitors who bring mobile devices to the park

1,500
Park goers who used WiFi during pre-launch of the park's WiFi initiative [2]

USE CASE: WEARABLE DEVICES, IOT, AND CUSTOMER DATA COLLECTION

Many theme parks and attractions use wearable devices to track visitor behavior, deploy the most relevant marketing offers, and streamline park operations. Disney pioneered this trend in 2013 with its MagicBand wristband from the launch of its MyMagic+ program.

Employee Staffing Efficiency: The wristband has several benefits, but one cost-saving perk related to retail is the ease with which the company can now schedule its more than 80,000 employees. [3] The company is said to manage more than 250,000 shifts per week across its theme parks and uses the data gleaned from the MagicBands to determine how many employees it will need to meet the needs of customers in any given area of their properties.

Guiding Shoppers to Their Next Retail Destination: Carnival Cruises followed in Disney's footsteps with the Ocean Medallion, which guides passengers through the ship and recommends areas of interest based on a profile they filled out pre-trip. These recommendations include retail establishments placed throughout the ship. [4]

Theme Park Apps Make Retail Buying Recommendations:

Sometimes the theme park guest brings the wearable device with them in the form of their own mobile devices. In the case of SeaWorld and Busch Gardens, the Discovery app provides useful information to park visitors about the attractions, but it also facilitates broadcast announcements. For instance, some visitors receive special offers as they pass retail locations within the park. [5]

ACTION ITEMS: NEXT STEPS FOR IMPLEMENTING IOT SOLUTIONS IN RETAIL FOR THEME PARKS, ARENAS, AND STADIUMS

**Create Brand Loyalty Through Relevant, Targeted Offers**

Connected solutions such as WiFi-enabled proximity alerts, allow retail operations to deliver the right offer at the right time for savvy consumers. With new technology comes the downside of anticipating and assuming too much about the customer. The solution: Allow the customer to 'opt-in' to certain experiences and provide information, even if you already have it. This gives the shopper more control and can go a long way to increasing brand awareness and loyalty.[6]

Empower Employees to Exceed Expectations

When retail employees have the information they need to best serve the customer, they'll become even more empowered to make accurate recommendations to customers. With the right training, retail workers can use the information gleaned from IoT technology to delight shoppers.

One example: If a customer is searching for a sweater on their mobile device in the store, an employee armed with this information can make sure the sweater is on the sales floor near the customer. If it isn't, the employee can pull the sweater from stock, if it's available, or provide the customer with a discount to buy the item online if the store doesn't have the sweater on site.
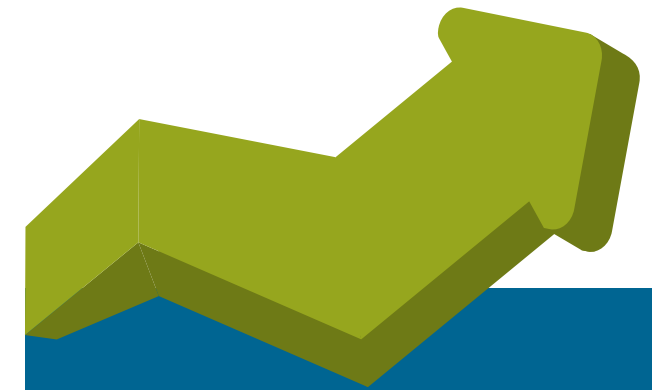
Employee productivity creates a projected

$96 billion

gain in value for retailers.

- Retail Roadmap, Cisco

Personalize the Shopping Experience

With IoT, loyalty programs can make consistent supporters of a brand feel truly valued. This includes sending special offers to the shopper's device, mentioning them by name and thanking them for being a loyal customer.

Secure Network Traffic for Customers and Employees

One key benefit of network segmentation is that it gives you the option to strategically protect certain types of traffic on your network. This provides benefits with PCI-DSS compliance, protection of retail brand assets, and keeping customer transaction data secure.

Speed Matters: Design Efficient Shopping Experiences

Many shoppers research online and buy offline to ensure an item meets their needs. With the right IoT solution combining online shopping and on-site WiFi data, retailers can have the right items reader for shoppers either at the fitting room or at the checkout counter to ensure a speedy transaction.

Checkout optimization strategies help retailers gain

$11 billion

in added revenue.

- Retail Roadmap, Cisco

A LOOK AT THE FUTURE OF RETAIL IOT TECHNOLOGY:
THE MOST VIABLE EMERGING SOLUTIONS

Don't get left behind. We know technology moves quickly, and there's more to absorb every day. That's why we simplified this guide and boiled it down to the essential elements of IoT opportunities for retailers in theme parks, stadiums, and arenas.

The future of retail IoT technology consists of two key approaches: tailoring technology to meet customer needs and continuing to focus on providing world-class customer service.

As you consider options for developing greater profitability with IoT solutions, remember you're not alone. You have a partner ready to assist you with enabling the most powerful technology available today. That partner is Acadia Technology Group.

Acadia Technology group has more than 24 retail IoT use cases that include the largest network of theme parks in the world. Let's discuss your specific needs and how we can help you reach your goals with IoT solutions in retail.

Connected Supply Chain solutions will bring retailers

$69 billion

in revenue through 2018.

- Retail Roadmap, Cisco

Click below to continue the conversation with Acadia Technology Group.

CONTACT US

REFERENCES

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4 "Carnival Offers Cruise Ship Guests A Wearable Tailored To Their Needs"

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6 The Future of Retail Report