

Entertain guests, fans, employees, and partners with memorable digital experiences using Smart Venues

Built on Azure Internet of Things (IoT), Azure Digital Twin, and Analytics

Help people experience physical spaces differently with PwC's smart venue services that combine smart sensors and digital twin technology with building management systems and actionable customer insights to transform the way people live, work, and play.

Benefits

1 **Attract more customers.** Personalize advertising with targeted customer insights, provide proximity marketing at the right time and place, and enrich on-site experiences with more meaningful customer touchpoints.

2 **Gain insights from a connected IT system.** Receive real-time data insights to better understand how customers are using your space and help optimize operations with smarter HVAC systems, elevators, escalators, parking, and more.

3 **Drive audience engagement.** Create intuitive digital experiences based on learned customer performance drivers and streamline services from ticket management to loyalty programs.

4 **Save money on building operations.** Reduce energy usage and waste to improve sustainability, identify ways to improve asset management, and allocate facility resources wisely with the power of predictive maintenance.



Features

Create contactless experiences

Combine smart sensors with intelligent automation to reduce customer friction. Enable easy parking experiences and drive better vendor services with shorter wait times and more.

Driving lower OPEX costs

Digitize real estate operations with Azure IoT and Azure Analytics Services to work towards saving energy, resources and money using preventative and predictive maintenance.

Help guests stay connected

Support and manage the variability of crowd connectivity using core cloud technology and network infrastructure. Enable application resilience with Azure state-of-the-art security.

Model your venue with an Azure Digital Twin

Aggregate rich data insights and make strategic business decisions using Azure Digital Twins that help teams solve for equipment failures and strategically plan construction rework.

Use case

Premiere real estate developer transforms customer experiences with smart venue technology

CHALLENGE

When a major US real estate developer wanted to develop a top 10 sports and entertainment destination spanning 95 acres with seamless traffic flow and delightful customer experiences, it knew it would need to pair deep industry expertise with the right technology investment to make it come to life.

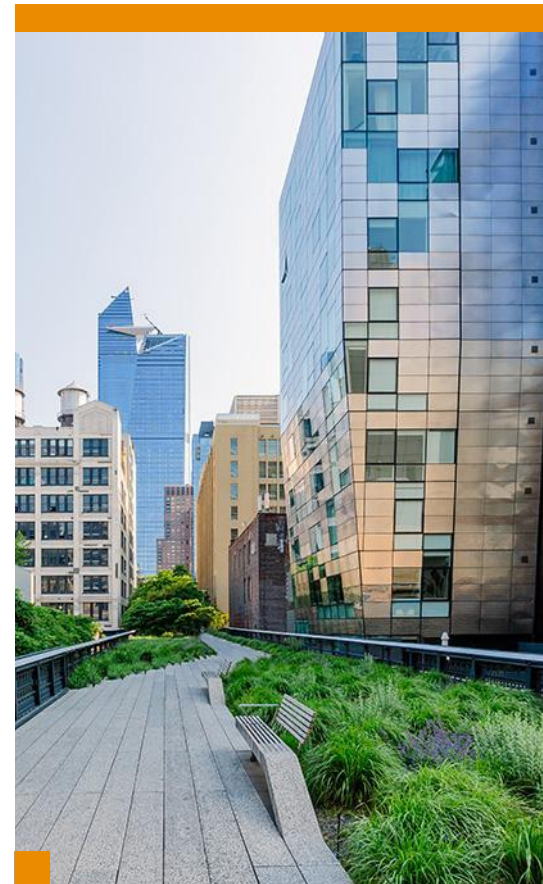
SOLUTION

The developer turned to PwC to design everything from its data architecture to financial workflows, cybersecurity and smart parking structures. Packaging Microsoft Azure IoT with Azure Digital Twins and Azure Analytics, PwC helped deliver smarter spaces with reduced risk, time and cost.

RESULTS

From the CTO: "To become a premier live entertainment district, our visitors must be at the center of everything we do. With PwC's innovative approach to smart venues and Microsoft's technology, we can access universal data and insights to create deeper customer relationships, enhance visitor experiences, and improve operational efficiency."

[Learn more](#)



Let's
connect

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