

# Smart Venues



## The challenge

### How are you transforming visitor experiences?

Now, more than ever before, customers expect a digitally enhanced experience everywhere they go. From the parking garage to the main stage, every encounter should capture a customer's imagination as they engage with physical and virtual spaces.

- **Competitive customer experiences**

Brands with superior customer experience bring in 5.7 times more revenue than competitors that lag in customer experience.<sup>1</sup>

- **Disconnected IT**

Multiple vendors and siloed systems make it difficult to understand relationships between building assets, infrastructure and IoT data in real-time with spatial context.

- **Disparate data views**

Almost 1/3 of companies say lack of integration between technologies and data is a barrier to ROI.<sup>2</sup> Having the right insights to know how and when to connect with your customers is critical.





# The solution

Delight customers with a personalized and memorable experience from arrival to departure.

## Smart Venues

Change how people live, work and engage by enhancing indoor and outdoor facilities with **Smart Venue** technologies using **Azure IoT sensors and Azure Analytics**.

Enable real-time insights to enrich on-site experiences for visitors while supporting vendors and staff. With an **Azure Digital Twin**, you can make intelligent decisions about your buildings before implementing changes or embarking on new construction projects.

## Key benefits

- 1** **Attract more customers.** Create engaging, personalized experiences throughout your venue that make customers prefer to spend time in your space.
- 2** **Gain insights from a connected IT system.** Receive real-time insights into how people are using your space and make adjustments to increase usage and delight customers.
- 3** **Use data to increase customer engagement.** Learn what's trending. Sell the way customers want to buy. Offer promotions customers are attracted to—adjust with your audience.
- 4** **Save money on building operations.** Reduce energy usage and waste, identify maintenance opportunities before they become an emergency and allocate resources wisely.

# Case study



## Premiere real estate developer transforms customer experiences with a new smart venue framework

### 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 the help of technology 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

In the words of the developer's 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



**Mark Borao**

Cloud & Digital TMT Leader  
[mark.borao@pwc.com](mailto:mark.borao@pwc.com)



**Matt Hobbs**

US Microsoft Practice Leader  
[matthew.d.hobbs@pwc.com](mailto:matthew.d.hobbs@pwc.com)



**Tanya Khaiyanun**

Cloud & Digital – Smart Venues Lead  
[tanya.khaiyanun@pwc.com](mailto:tanya.khaiyanun@pwc.com)

