



Sports Franchise Management Solution

Business Challenge

The client, owners of a US \$500m sports team franchise had no platform to effectively showcase their team and all happenings of the tournament the team participated. They were relying on traditional press to keep their fans informed about upcoming matches and booking tickets was being done over the counter and through a few outlets. They wanted to update team activities to their fans through web media.

Technology Solution

Our Web portal Solution presented the Team details and the team’s participation in various tournaments to cricket fans, backed by a reliable database that stores player’s profiles, match fixtures & results, news & articles, member’s and their online ticketing information. The Content management system achieved the client requirements by updating the team activities in real time

Technology Used

ASP.NET, C# , SQL Server 2000

Implementation challenges

- Timely channelizing of News & Events
- Content managing information of matches held and forthcoming matches
- Managing secure online ticketing and Payment Gateway integrity

Benefits

- Latest information on IPL and CSK matches to fans
- Collaborated fan interaction in a single platform
- Online stores catering to ticketing and merchandise

Sample Screenshot



Offering
Sports Franchise
Management Solution

Domain
ADMS

Client
Chennai Super Kings