The Digital Transformation of Entertainment Parks
How Entertainment Parks Can Adapt to Disruptive Change and Evolve into a Live Business
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The Digital Economy Is Redefining Everything

Driven by digitalization, business is entering an era of unprecedented change, requiring simplification and innovation across all industries. And nowhere is the expectation for change greater among consumers than in the entertainment sector – particularly in the highly competitive entertainment park market.

Digital business models are disruptive. Entertainment parks and integrated resorts that can connect their physical and digital operations will change the game. Success is mainly dependent upon excellence in three key areas:

- **Ubiquitous customer engagement** – Engage and monetize across all entertainment park business units and channels through integrated loyalty schemes, a 360-degree view of each customer, and delivery of personalized experiences
- **Strategic demand management** – Maximize capacity, safety, and customer demand
- **Effective operations management** – Scale the business to respond to demand while managing venues, staff, and partners

The profile for entertainment park guests is evolving. Visitors increasingly expect a new type of live experience – one that is frictionless, where commerce is seamless and technology invisible. SAP’s vision of digital business enables entertainment park operators to start creating value for customers through live data from the very moment their attention is engaged. This increases profitability and creates better experiences for both customers and employees. By combining physical and digital processes, the entertainment park evolves into a Live Business.
Industry Trends Shaping the Experience-Centric Entertainment Park

To stay ahead of the competition, entertainment park operators are looking for ways to increase revenue, win new customer segments, use existing data to maximize profit, and anticipate shifts in market conditions. They need actionable insight across the business in real time, along with the power to manage their workplace as effectively as possible. The following trends are converging to create exciting new growth opportunities for entertainment park operators.

INTELLECTUAL PROPERTY AND BRAND MANAGEMENT
Many entertainment parks now base their new lands – or even entire new resort developments – on movie and game intellectual property to create branded experiences. Those operators take huge risks both when purchasing intellectual property and when designing and building new resorts, which need to be financed by larger visitor bases staying longer and spending more money. But how do they get new visitors into the newly opened resort in the first place? How can park operators capitalize on their intellectual property with new audiences and drive a more personalized engagement and deeper relationship with their guests? How do parks optimize the social scale of their brands?

HIGHER CUSTOMER EXPECTATIONS
The entire entertainment park industry relies on creating the most differentiated customer experience in the park versus the one visitors might have in their normal lives. As a result, the ability to constantly go beyond everyday experiences is of utmost importance for operators. Many parks already fuse digital technologies like virtual reality and physical constructions like a ride into an enhanced experience. How can parks keep up with ever-increasing expectations from millennials, digital natives, and the mobile generation and still create a “different” experience?

BUILDING DESTINATIONS
By using intellectual property and adding hotels, retail facilities, water parks, and sport arenas, park operators can attract a multitude of target groups for a longer time at the same destination. Such a portfolio of park lands caters to specific tastes and interests. But how does the park manage each visitor’s individual park journey while optimizing enjoyment and minimizing in-park travel and visitor queuing? How does the park deliver a seamless user experience across every business unit, target group, and channel? And how does it track, manage, and optimize all staff members, suppliers, and financial data across the park – or even across various countries?

Visitors increasingly expect a new type of live experience – one that is frictionless, where commerce is seamless and technology invisible.
EXTENDING STAY
Most parks reach their capacity at peak times. Besides extending the duration of individual visits, increasing repeat attendance is key to revenue growth. Today’s successful parks invest to ensure visitors can still spend while virtually queuing for an attraction. They offer restaurants and other food and beverage facilities that enable guests to eat anytime. And they offer night programs and events that entice visitors to book overnight stays. What else can park operators do to expand stays even further and make reoccurring visits and cash flow more predictable?

TOURISM PROMOTION
A critical success factor for a profitable entertainment park business is seamless tourism promotion aimed at key target groups – or even campaign management alignment with the local tourism promotion offices. In some cases, an exchange of customer data and preferences can help fill the park during off-peak times and off-peak seasons. But how can the local tourism brand be enhanced by the park brand and vice versa? How can an operator turn its park into a default tourist destination for specific target groups?

MATURE AND GLOBAL MARKETS
Within today’s global travel market, international visitors become potential park guests. The entertainment park business has become more mature, with each location touting its local strengths, such as climate, culture, and landscape. This creates more specialized operations, along with greater potential for international expansion and market consolidation through mergers and acquisitions. How can a park group manage its different locations, operations, staff, supply chains, visitors, and financial flows with a single, real-time view of its business? How can it tap global assets and operations to run a Live Business?

With SAP® Digital Boardroom, entertainment parks move past the reporting of obsolete static content. Decision makers have access to instant and harmonized views across all operations.
Run Your Entertainment Park As a **Real-Time, Live Business** with SAP

Supported by SAP® solutions, you can digitalize your entertainment park operations and interconnect all aspects of your digital value chain in real time – including asset management, Big Data, the Internet of Things (IoT), workforce engagement, supplier collaboration, business networks, customer engagement, and the omnichannel experience. What’s more, you can run our solutions in the cloud, on premise, or in a hybrid environment.

SAP solutions integrate technology with actionable intelligence. They create a unified view of your customers while tracking per capita spending in real time. Based on this proven foundation, you can scale your business to match demand, manage multiple resort locations, empower staff and partners, and generate a single-customer record to increase profitability and reduce costs. You can maintain an operating environment that’s designed to handle the oscillation between online and offline operations. You can also recognize loyal visitors wherever they may be – at the entrance, in the park, on an attraction, in a queue, at the photo wall, in the parking lot, or at a restaurant.

**IMPROVED CONTROL AND DECISION MAKING BASED ON LIVE INSIGHTS**

Today, executives need contextualized, real-time information to make sound decisions and ensure future success. With SAP Digital Boardroom, your entertainment park can move past the reporting of static content that is weeks, days, or hours old. Now your decision makers can have access to instant and harmonized views across all operations. Using real-time reporting capabilities, they can learn from the past, predict the future, and ultimately adapt.
PREDICTIVE ANALYTICS TO DRIVE PROFITABILITY
In an age of rising customer expectations and increasingly aggressive competition, you can no longer rely only on business intelligence tools that give a snapshot of the past. You need an accurate picture of the present and the ability to predict customer and market behavior. SAP Predictive Analytics software enables you to:
- Gain real-time insight and analytics on visitor spend
- Accelerate decisions with automated predictive techniques and results
- Deploy and manage thousands of predictive data sets and effectively model cost
- Scale to mass adoption levels by bringing insights where people interact – in processes and applications
- Identify new innovative trends to create a “different” experience that attracts new customers

FINANCE: A COMMON VIEW AND FULL FLEXIBILITY
The advanced finance capabilities of SAP solutions bring innovations and a simplified data model, delivering a common view of finance data rather than from multiple replicated copies. A universal ledger accelerates processes. For example, financial closing can happen at any time throughout the fiscal period to enable rapid insight into the economic health of your operations. So you always know whether visitors are spending big, staying longer, or leaving early.

CAPITAL PORTFOLIO AND PROJECT MANAGEMENT: CONFIDENT INVESTING
Reduce investment risk by improving transparency across projects with capital portfolio and project management solutions from SAP. Integrated functions for managing each project’s scope, activities, timeline, and budget help align your capital portfolio of projects with the overall organizational strategy to reach your goals on time and within budget.

PROCUREMENT: FRICTIONLESS COMMERCE THROUGH COLLABORATION
Business networks such as Ariba® Network and SAP Fieldglass® solutions for sourcing and procurement that run on SAP S/4HANA® allow entertainment parks to buy, sell, and manage spending more efficiently and effectively than ever before. Companies worldwide use Ariba Network to simplify interenterprise commerce and enhance results.

In entertainment parks, the network is used for indirect purchasing, resort construction projects, refurbishing, material sourcing, ongoing food and beverage procurement, and supplier management. Ariba Network improves the odds of success by focusing on high-value-added activities and automated transactions, taking the low-value-added touches out of the strategic sourcing and procurement process.

Rely on real-time insight and predictive analytics to understand and anticipate customer behavior.
SALES AND MARKETING: CUSTOM, OMNICHANNEL VISITOR EXPERIENCES

SAP Hybris® solutions support commerce, marketing, billing, service, and sales processes (see figure). They can help you deliver a consistent, relevant, and simplified experience to each of your customers across every channel and on every device. As a result, you can create a close, lasting relationship with visitors.

Figure: Customer Engagement for Entertainment Parks Powered by SAP Hybris Solutions

Experience management

Commerce | Billing | Marketing | Service | Sales

Data and process management

Platform, infrastructure, and integration
ONE-ON-ONE MARKETING: IN-THE-MOMENT CUSTOMER EXPERIENCES
Engage your visitors seamlessly across their buying journey by creating personalized omnichannel interactions using SAP Hybris solutions. Deliver in-context targeted offers and messages that reflect the needs and wants of each visitor. Transform your customers into loyal brand advocates with consistent and innovative marketing experiences.

HR AND WORKFORCE MANAGEMENT: ENGAGING AND EMPOWERING PEOPLE
Empower, engage, and develop your people with SAP SuccessFactors® solutions for human capital management (HCM). Our cloud-based HR solutions support the needs of multigenerational, global, and contingent workforces. Use collaborative tools for onboarding, workforce scheduling, succession planning, payroll, and more to foster a culture of continuous learning and professional development. From front entrance and attractions managers, security staff, and merchandise sales, to acrobats and ground maintenance, you can attract and retain employees who represent the best in the business.

SAP LEONARDO: CONNECTING THE WORLD OF ENTERTAINMENT PARKS
The SAP Leonardo portfolio helps connect all types of intelligent devices (for example, mobile wristbands, virtual queuing devices, and smart devices for payments) with your visitors, staff, partners, and key processes like operations and finance. With the SAP Cloud Platform IoT service as an integral part of SAP Leonardo, you can quickly and securely connect and configure any kind of device. As a result, SAP Leonardo can serve as the standard connectivity layer for your customer engagement and predictive maintenance mobile apps.
With SAP Leonardo, you can capitalize on the IoT to gain the “supervisibility” needed to identify the needs and wants of each visitor and deliver an unmatched live experience. You can maximize day and per capita spending, expand the theoretical hourly rides capacity, minimize waiting times, and keep visitors informed. You can also help ensure the safety and security of your visitors, improve sustainability, optimize traffic, and enhance service satisfaction. This enables you to combine the digital and physical layers of your business and run a “live” entertainment park.

**SAP S/4HANA®: ROBUST CORE SOLUTION FOR DIGITAL TRANSFORMATION**

Imagine if you could merge your digital and physical business operations – integrating people, devices, Big Data, and business networks in real time to predict what your customers are likely to want. Now imagine the ability to close your books days earlier, create profit and loss reports on the fly, and improve forecasting to gain the edge on the competition.

SAP S/4HANA® empowers you to do all that, and much more. It is built on the in-memory SAP HANA® platform and is deployable in the cloud or on premise. In addition to simplifying your IT environment, SAP S/4HANA removes the burden of maintaining separate legacy systems by centralizing all data. Using next-generation, real-time applications and analytics, you can run live and help ensure that all business decisions are safe bets. What’s more, an open cloud platform enables you to rapidly develop new applications or extend the reach of existing ones in minutes, all in the cloud.

The value of SAP S/4HANA is rooted in the following benefits:

- **Immediate** – SAP S/4HANA delivers real-time insights, empowering your employees to act in the moment and create customized, on-demand offers for visitors.
- **Intelligent** – SAP S/4HANA goes beyond automation. It uses predictive technology to calculate the next-best action.
- **Integrated** – SAP S/4HANA integrates all departments from the floor to the back office – even across multiple geographic locations to support global operations. In addition to eliminating data silos, it automates and synchronizes business processes by aligning finance, accounting, and procurement while connecting to the outside world.

**Collaborative tools** for onboarding, workforce scheduling, succession planning, payroll, and more foster a culture of continuous learning and professional development.
Why SAP?

SAP solutions are helping entertainment parks like yours to improve their bottom line. You can increase entertainment revenue and save staffing costs. At the same time, you can count on lean and effective procurement and supply chain management, while consistently maintaining enough labor on demand. Streamlined processes eliminate the need for manual intervention. And a central view of all data lets you benchmark each operation and improve performance. Other benefits include heightened operational efficiency, better staff engagement and morale, and reduced head office costs.

Need more reasons to consider SAP as your partner? Consider the following facts:
• 76% of the world’s transaction revenue touches an SAP software system.
• We are trusted advisors to some of the world’s most respected companies, including 98% of the 100 most valued brands.
• We cover all lines of business across 25 industries in 60 countries.

FIND OUT MORE
Entertainment park solutions from SAP predict and respond to live customer dynamics so you can keep your visitors captivated and anticipate their next move. Let us show you how SAP can help you digitalize your business. For further information, call your SAP representative or visit us online at www.sap.com/entertainment.