

MaxxAthlete.com Captures Customer Value with Profitics CEM Suite

A Profitics Customer Success Story

Challenge:

MaxxAthlete.com is the largest AAU basketball tournament operator in the Southwest United States. They conduct 12 tournaments per year to showcase the top men's basketball talent in the Southwestern US. MaxxAthlete records all relevant basketball statistics during the game and recorded the games for viewing by coaches, fans and players.

MaxxAthlete evaluated their business processes and identified the following problems to be addressed:

Gaining access to the untapped market for AAU basketball information required a secure, scalable and internet-driven platform

Players, coaches and fans desired the ability to engage and connect with one another and had no platform to do so

Content from sportswriters, TV stations and bloggers were not syndicated across the broader industry

Collaborative economic activity between their customer segments was cumbersome, manual and error prone

A powerful and scalable solution was needed to process and display large amounts of content and information

MaxxAthlete and Profitics saw an opportunity to create an online portal to own the customer's AAU basketball experience.

Requirements:

Profitics created a technology proposal that included the following features:

A targeted multi-portal service customized by user- type - Players, Coaches, Tournament Operators, and Teams

A flexible and scalable secure internet/intranet solution to support a rapidly expanding user base

A powerful analytics engine designed to provide granular information in a variety of views

A solution with deep social networking and community building capability

A mobile solution to enable users to transfer information via their cellular devices

A solution that was easy to manage independently after deployment



SUMMARY

Challenge: MaxxAthlete.com identified an opportunity to optimize the customer's experience with AAU basketball. In order to do so they needed a powerful multi-portal platform to integrate collaboration, social networking and data analytics into their business processes.

Solution: A powerful SaaS platform for multi-party collaboration, customer engagement, ecommerce and social networking.

Impact: Improvements in customer engagement and social networking led to an exponential expansion of registered users, ecommerce, and customer engagement with the MaxxAthlete brand. MaxxAthlete earned 100% project ROI in 6 months with Profitics CEM Suite.

"We manage over 40,000 profiles and at peak stream 60 games, We are very impressed with the cost effective reliability and scaling that Profitic's solution delivered for us" CTO Maxxathlete, Mr. Del Riego

CTO Maxxathlete, Mr. Del Riego

Profitics

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Solution:

Profitics CEM Suite (Profitics Loyalty Program module)

Profitics Smart Client Technology

Profitics SaaS deployment infrastructure

Complete point and click management

Profitics and MaxxAthlete deployed CEM suite to enhance the experiences of AAU players, fans and coaches. Profitics CEM suite allowed MaxxAthlete to leverage an exclusive, differentiating technology to enhance the engagement of players, coaches and fans of AAU basketball.



Features:

Integrated multi-portal platform enabling AAU Players, Coaches, Tournament Operators and Teams to access in depth basketball information and game videos

eCommerce platform to deliver the right deal to the right customer in the right context

Social networking and community building platform enabling tournament participants to interact around the MaxxAthlete brand

Highly scalable SaaS architecture to service a rapidly expanding user base – hosted live streaming of 60 basketball games simultaneously

Powerful syndication platform to deliver MaxxAthlete content, up to date interviews, articles, videos and highlights directly to the portal

Mobile integration with all portal platforms enabling easy mobile access and data transfer

Platform converts business process information from multi-enterprise workflows and delivers powerful business analytics for planning and optimization

Impact:

Profitics was able to launch MaxxAthlete's enhanced portal within 90 days of agreement. Within 6 months, MaxxAthlete was able to achieve 100% ROI payback. MaxxAthlete.com's portal garnered 40,000 registered users of the portal within 6 months accessing thousands of videos, statistics and live streaming of basketball. At the height of championship week, MaxxAthlete.com simultaneously streamed 60 basketball games live. Profitics and MaxxAthlete changed the AAU landscape by creating a collaborative, multi-user portal for basketball lovers.

Achieved 100% Return On Investment payback in 6 months

40,000 registered users in 6 months interacted with the MaxxAthlete brand

Supported 60 live streaming basketball games simultaneously during championship week

Created an active social network with 12,500 transactions per day

Complete point and click management – MaxxAthlete was able to easily manage their own portal without Profitics interference

Changed the AAU landscape by creating a collaborative, multi-user portal for basketball lovers

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