TISA

WE CODE SPORTS.

UMPIRE

Digital Transformation offering for
FBIN NETWORK

A brief infopack of TISA's digital solution - UMPIRE.

BRIEF INTRODUCTION. UMPIRE

UMPIRE is a disruptive, multi purpose, cloud-based digital solution designed for scalability and fan experience. Constantly evolving since 2019, provides everything the modern sports organisation requires to fulfil their digital transformation goals while opening new revenue streams.

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Q&A. UMPIRE

from 60,000 EUR / year.

What is UMPIRE?

UMPIRE is a proprietary web-based platform containing multi purpose designed modules built around improved sport fan experience and communication. It's a one-stop shop for a sports organizations providing an integrated content management system as well as registration module (CIAM & SSO) and many more.

What modules does it consist of?

There are several modules which provide sports entities with A to Z support. These are: a content management system, user management system, Match Studio and WWW/mobile frontend development. Apart from that, TISA's add-ons (external integrations, full customization, mobile app development, multi sections and extended support) will allow each organisation to reach the highest level of digital maturity.

What is the price of UMPIRE's implementation?

All of these modules work under one license agreement.

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UMPIRE. OFFERING & ADD-ONS

CONTENT MANAGEMENT	USER MANAGEMENT
WWW FRONTEND	MATCH STUDIO

ADD-ONS

AUTOMATIZED INTEGRATIONS	MOBILE APPLICATION
CUSTOM FRONTEND	EXTENDED SUPPORT*

*FBIN's subscribers have unique chance to acquire extended IT support - 8/7.

Clubs can choose the modules freely and adapt the platform to their own unique business needs.

UMPIRE works under one license agreement containing all elements needed for the implementation of a modern IT system. **The price starts from 60,000 EUR / year**.

The content management system gives a number of sponsor activation opportunities.

The User Management system collects, gathers and analyzes fans' data as well as their marketing consents. Our clients appreciate it also for its source of indirect monetization.

Match Studio boosts fan engagement and leads to the significant increase of Monthly Active Users (MAU).

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FBIN x UMPIRE

SPECIAL OFFER FOR FBIN NETWORK

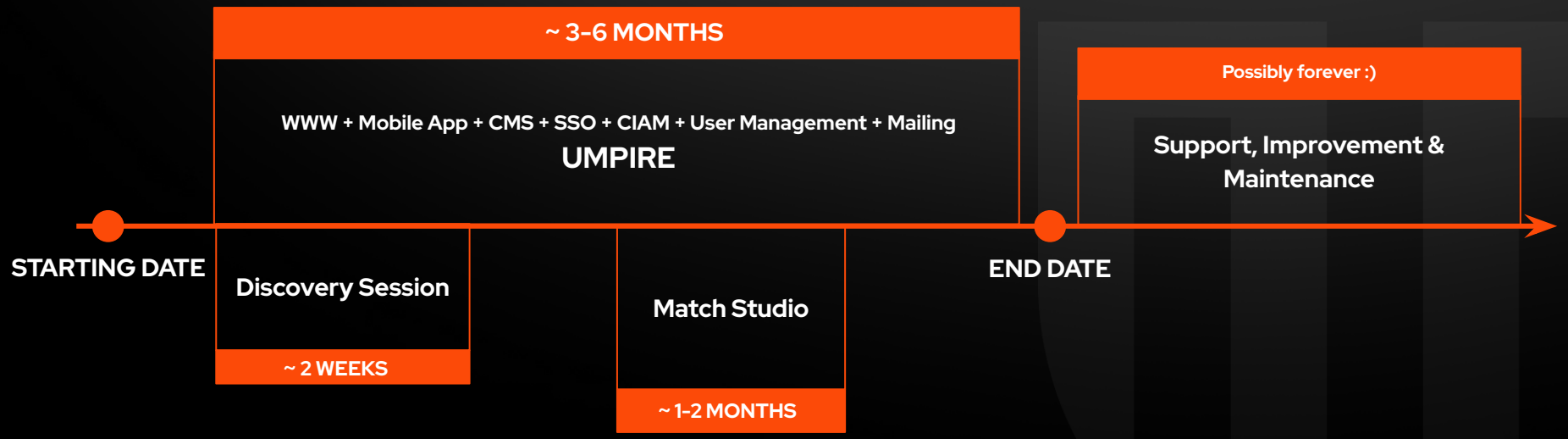
EXTENDED SUPPORT

FBIN's subscribers have an exclusive chance to acquire extended IT support - 8/7.

REDUCED PRICING

Reduced price for the network – pricing starts from 60,000 EUR / year

UMPIRE. IMPLEMENTATION TIMELINE



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APPENDIX.

TECHNICAL PILLARS.

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CONTENT MANAGEMENT. FUNCTIONALITIES

With its broad-spectrum solutions, TISA's CMS will:

- ➔ Enable to strategically design and improve communication with the users;
- ➔ Assist focusing on your relationship with users and build an engaged community;
- ➔ Help to interest partners in new sponsorship formats;
- ➔ Enable to plan & deliver content across all of your web, mobile and OTT channels .

ARTICLES & NEWS, EVENTS, PAGE TEMPLATES, SCHEDULES, COUNTERS, MATCH STUDIO, STATISTICS, PLAYER & STAFF PROFILES, MULTIMEDIA LIBRARY, QUIZZES, POLLS & SURVEYS.

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USER MANAGEMENT. FUNCTIONALITIES

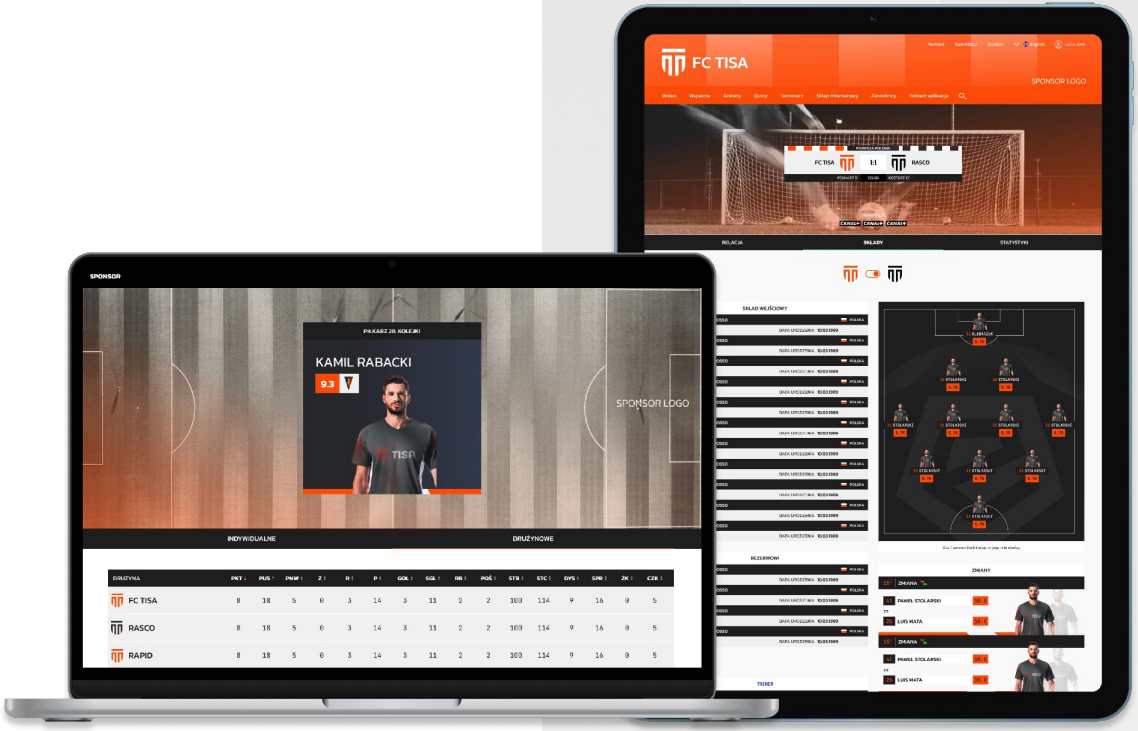
TISA's user management system is a powerful customer identity, consent & access management tool, designed to help collect, store and manage their users in one, unified place.

- ➔ Connects all the digital tools together;
- ➔ Lets you gather & analyse all user information in one place;
- ➔ Enables activation through mailing;
- ➔ Consents management (GDPR compliance);
- ➔ Integrates with other vendors;
- ➔ Registration & confirmation request via email;
- ➔ Login (email, social, biometric);
- ➔ Password Recovery via email;
- ➔ Cluster by chosen data.

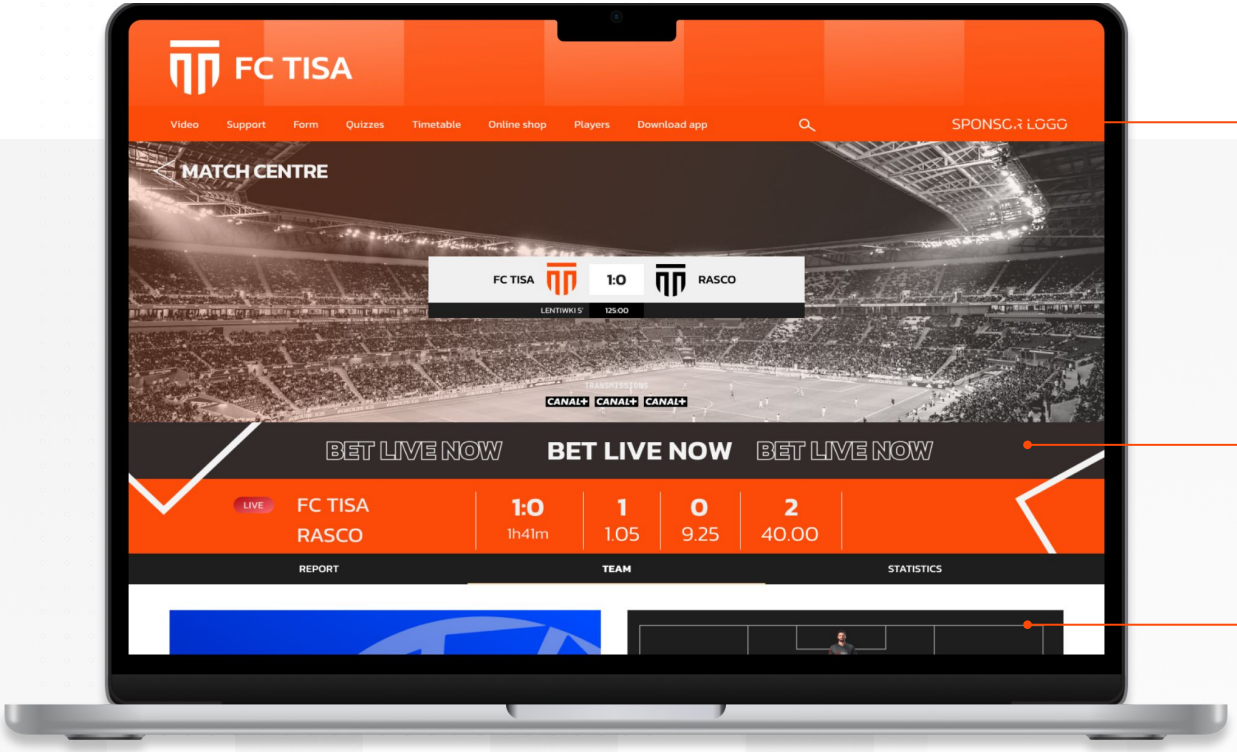
SSO, CIAM, MAILING, MARKETING CONSENTS MANAGEMENT, USER SEGMENTATION, INTEGRATIONS

MATCH STUDIO. FUNCTIONALITIES

- Live commentary during the game;
- Embedding videos and photos;
- Polls and surveys;
- Game status (integration with external suppliers);
- Team goals (integrated with player profile);
- Photos & videos uploading and embedding
- Advertisements;
- Social Media embed (Twitter, Instagram, Facebook, YouTube)



MATCH CENTRE. CONCEPT



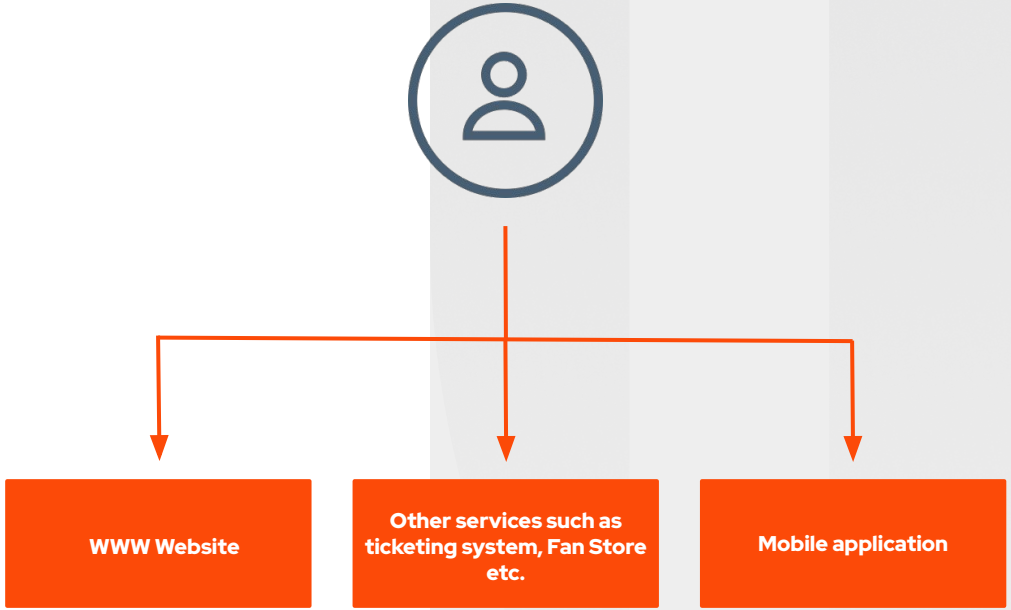
A place for a sponsor.

Exemplary bookmaker integration.

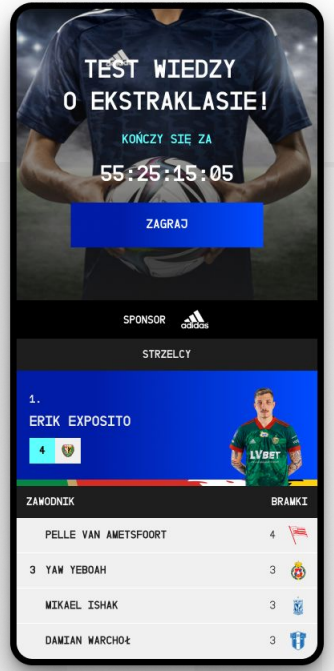
Integration with statistics' provider (e.g. Opta).

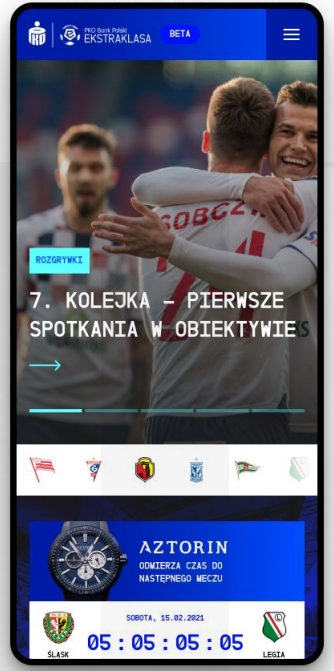
ADD-ONS. INTEGRATIONS

- Integration with 3rd party statistics providers (example: Opta, KeyToq, Chyron);
- Integration with Fan Store and ticketing system;
- Single Sign-On to ensure seamless registration and login. With this integration, a user can use one account to sign in to all platforms within one ecosystem.



ADD-ONS. MOBILE APPLICATION





Proposed design & functions of the mobile app will be based on the Polish Ekstraklasa's mobile app that has been developed by TISA Group.

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UMPIRE CASE STUDIES.

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CAPABILITIES. CASE STUDIES.
Legia Warsaw – digital transformation

TECHNOLOGY: Umpire, Brisk, Wicket, Frontend Angular, Swift, Kotlin

CLIENT

Legia Warszawa is the leading Polish football club based in Warsaw. They have won seven championships between 2013 and 2022, and have been dominating the domestic market digitally & technologically.

CHALLENGE

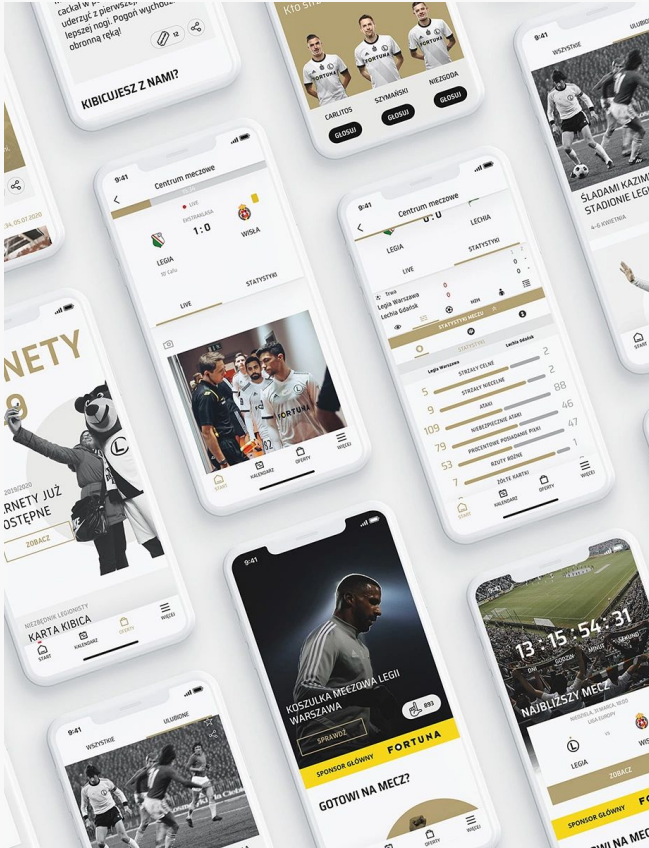
An ongoing digital transformation process. The need of Legia Warszawa to become the first source of information for their supporters while enhancing their brand image.

SOLUTION

TISA implemented dedicated tools for the effective creation and management of communication (website, mobile app, social media) and a CIAM tool for gathering, storing, integrating and classifying data → UMPIRE

OUTCOME

- Number 1 sport-related mobile app in Google Play & Apple Store during the opening week
- 50 000 monthly active users
- The Mobile Trends Awards winner of 2020 for the best mobile app in Poland
- Thanks to an addition of CIAM – topped up the user database to 300 000



CAPABILITIES. CASE STUDIES.
Ekstraklasa S.A. – digital transformation

TECHNOLOGY: Umpire, Wicket, TISA Auth, Angular, Flutter, Amazon Web Services

CLIENT

Ekstraklasa S.A. is a joint-stock company, established as a result of an agreement between PZPN (Polish Football Association) and football clubs participating in the top Polish league.

PROBLEM

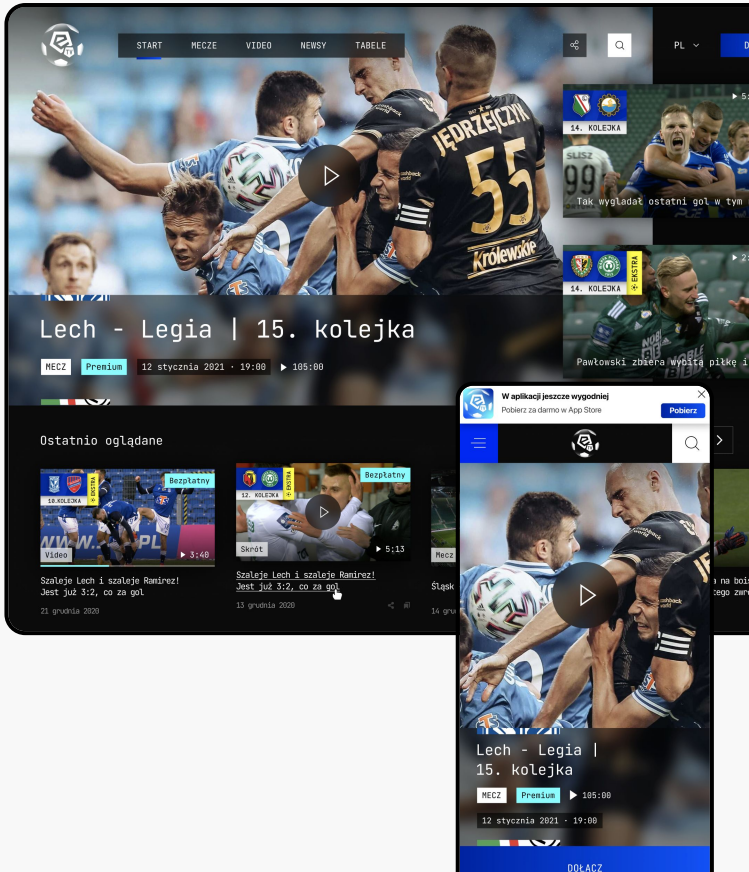
Ekstraklasa S.A. wanted to create a platform that aggregates content from all Ekstraklasa communication channels in one place. They needed to provide access to individual solutions (Ekstraklasa.org, Ekstraklasa.tv, Fantasy Ekstraklasa) with one login and password - SSO. They wanted to segment users in order to personalise communication and create new promotion areas for sponsors and partners.

SOLUTION

TISA delivered web platform & mobile app managed through Umpire CMS, integrated with several data providers. TISA implemented a tool enabling user authorization and one login for the Ekstraklasa digital ecosystem (web platform, mobile application, Ekstraklasa.tv, Fantasy Ekstraklasa).

OUTCOME

- Fully integrated digital ecosystem of web & mobile solutions
- Increased fan engagement across all platforms
- One single source of data
- Advanced statistical analysis & hub across all participating clubs



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CONTACT INFORMATION.

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Do you have questions about TISA products?

Drop us a line. We will answer all of them within 24 hours.

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