24/7 SOFTWARE™

MLSE: Elevating the Fan Experience Through Cutting-Edge Analytics and Operations Management

Maple Leaf Sports & Entertainment (MLSE) is one of Canada's leading sports and entertainment organizations, managing an extraordinary portfolio that includes nine sports and esports franchises as well as iconic venues such as Scotiabank Arena and BMO Field. What sets MLSE apart is not only its world-class venues, but also its unwavering commitment to delivering unparalleled fan experiences. One of the tools that support this commitment to excellence is a comprehensive platform from 24/7 Software, including the recently introduced Advanced Analytics module.

A Glance Inside MLSE's World-Class Venues

Scotiabank Arena embodies the spirit of sports and entertainment excitement in Toronto. With a seating capacity exceeding 18,000, the arena transforms into a cauldron of energy during games and shows, setting the stage for historic moments.

BMO Field, nestled in the heart of downtown Toronto, is a soccer and football haven. With approximately 30,000 seats, it provides an intimate connection between fans and the game, creating an atmosphere that ignites the passion of soccer and football enthusiasts.

MLSE's Unwavering Commitment to Excellence

MLSE's commitment to best-in-class experiences remains ceaseless. It understands that every detail matters when it comes to delivering unforgettable fan experiences and ensuring safety and security in its venues. That is why it has engaged support from the full suite of 24/7 Software's innovative solutions to revolutionize its operations management.

From the incident management system that swiftly responds to incidents to the computerized maintenance management system (CMMS) that streamlines venue operations, MLSE continues to harness the power of technology to create efficient, fan-centric experiences.

The Security Guard Patrol Solution helps ensure that its venues are always safeguarded, while mobile applications empower its staff to remain connected and responsive throughout events. The Guest Experience Request Tracker is used to support a seamless, personalized experience for VIP guests, and the Live Mapping Tool offers real-time insights to optimize resource allocation.

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# Transformative Power of Advanced Analytics and Partner Integrations

The latest addition to MLSE's suite of technology from 24/7 Software is the Advanced Analytics module. This powerful tool provides real-time data-driven insights, helping MLSE anticipate and respond to trends during events.

Kaustubh Kapoor, manager of analytics at MLSE, shared the impact of this comprehensive approach:
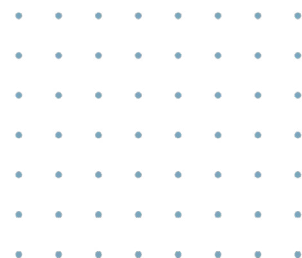
"We've had great feedback from our security stakeholders, especially our director of security operations. He is extremely impressed and excited to have dashboards in our event control room to make real-time decisions that affect fan experience. We created two in-event dashboards to measure security/medical incidents and response times as well as venue operations. These are the two biggest points for us in providing an exceptional fan experience. Overall, 24/7 Software's Advanced Analytics product helps us in the control room to maximize the visibility for the generated visualizations."

MLSE has also adopted 24/7 Software Partner integrations to help deliver further automation across its venue operations. For example, the venue operations teams have integrated ticketing data to enhance investigative reporting in its incident management system. These integrations help bring unprecedented automation and allow MLSE to better connect with its fans.
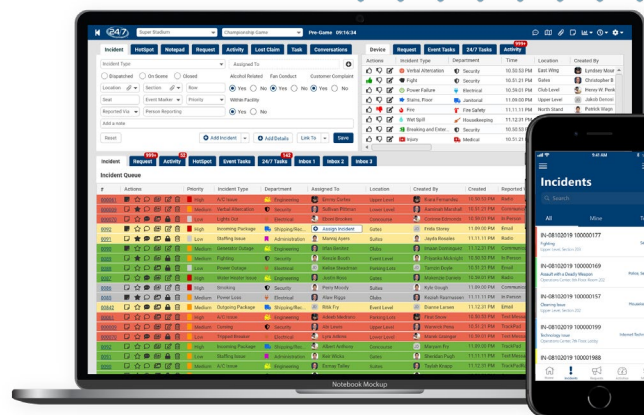
A Legacy of Excellence

MLSE continues to set the standard in sports and entertainment. Its commitment to innovation, safety, and fan satisfaction remains unwavering. As it harnesses the full potential of 24/7 Software's suite of solutions as supportive tools, MLSE reaffirms its position as a trailblazer in the industry.

In an arena where every moment counts, MLSE's legacy of excellence ensures that every visit to its world-class venues is nothing short of extraordinary. It has proven that by combining innovative technology with unwavering dedication, it can achieve the pinnacle of fan experiences while setting the stage for an even brighter future in the world of sports and entertainment.

About 24/7 Software

24/7 Software is a global market leader for venue operations technology, dedicated to empowering world-class operations and exceptional guest experiences. Our comprehensive suite of software solutions encompasses incident management, live incident mapping, real-time communications, guard patrols, CMMS, inspections, lost and found, and reporting.

As the global market leader in the venue operations industry, 24/7 Software has set the standard with this fully integrated platform as well as with new product introductions including the Advanced Analytics module and seamless automated integrations across a wide range of venue operations technologies.

Trusted by hundreds of the world's greatest venues—including stadiums, arenas, convention centers, performing arts theaters, amusement parks, and large districts—24/7 Software has consistently delivered exceptional results.

Discover how 24/7 Software can revolutionize your venue operations by visiting **www.247software.com**.