

Delivering FIFA's **Next Generation Solution Platform** for the **2010 FIFA World Cup™**

The FIFA World Cup™ is the largest sporting event held across the globe, once in every four years. Widely viewed and followed globally by a cumulative audience of over 26 billion, it is a premier international sporting experience. Presently, the 2010 FIFA World Cup™ in South Africa involves 32 teams competing for titles at different venues spread across the host nation for a period of a month.

FIFA required a world-class suite of applications including an event management system to be developed and deployed across its events, that would take care of end-to-end activities pertaining to ticketing, accreditation, transport management, and volunteer & materials management among others. Mahindra Satyam proposed an Event Management System (EMS) that was in line with FIFA's goal of building a top-of-the-class platform that would be online, on time and uniformly spaced across events of various scales and geographies enriching the stakeholder experience.

Challenge for FIFA 2010

- Develop a customizable, robust, reusable and scalable Event Management System (EMS)
- Create a common administration and parameterization module
- Ensure the system could be used by volunteers who did not necessarily have a technical background

Solution

- Creation of a cloud-based reusable system
- Development in an iterative mode
- Modular solutions
- Simple-to-use system along with helpdesk support

Benefits

- Enhanced user experience
- Better services to customers
- Optimized offshore and onsite coordinator support
- Ongoing customer support for FIFA 2010
- Higher Returns on Investment (ROI)





Leveraging Scalable solutions with a Contemporary Technology

Mahindra Satyam's EMS is the first web-based global solution that is scalable, configurable, customizable and reusable across a wide range. It can be deployed for events of multiple sizes – be it small local events or large global events. The core set of features and functionalities of the EMS include accreditation (ACR), volunteer/staff management (VSM), ground transportation services (GTS) and spaces & material planning (SMP). Additionally, the system also incorporated new modules that provided support for ticketing, hospitality, conferences etc.

Mahindra Satyam built the EMS solution on the Agile Software Development Methodology, and completed the phases of developing, testing and support for production, event and warranty. The business approach of this methodology was aligned in accordance with FIFA's needs; it expanded into a responsive infrastructure encouraging teamwork, self-organization and accountability thereby building the right product.

EMS –Customized, Effective and Efficient

Mahindra Satyam finetuned its EMS solution for optimal deployment of space and material planning for over \$1 billion assets. For the first time in the history of the FIFA World Cup™, FIFA used the Ticketing System built by Mahindra Satyam, to seamlessly manage the Participating Member Association (PMA) ticket sales of 32 participating nations. Mahindra Satyam helped setup multi-lingual ticketing contact centers in eight languages, to support football fans, thus providing FIFA with a unique revenue generating solution.

The Mahindra Satyam solution also facilitated file transfers and carried out help desk management. The IT help desk that was manned by Mahindra Satyam's technical personnel was available 24x7 to provide the necessary support to volunteers in case they encountered any issues while using the EMS.

The Accreditation System enabled user registration, and management & access to event venues for over 250,000 accreditations. With more than 130,000 volunteers, Mahindra Satyam's Volunteer Management Systems facilitated volunteers with online registrations, screening, interviewing and mapping with respective assignments. The Transportation Systems module optimized transportation schedules for players and referees including VIP and protocol services from and to event venues, on time and on an as-needed basis. Additionally, Mahindra Satyam built a virtual community program with social networking concepts for FIFA.com.

Leveraging the Cloud

During the previous World Cup events, the technology solutions that were used primarily comprised client-server packaged solutions bought by FIFA for each World Cup. This involved the purchase and customization of a significant amount of hardware, which was not necessarily reused owing to the localization that was carried out for the host country where the World Cup event was conducted.

At the 2010 FIFA World Cup™, Mahindra Satyam has taken this to the next level: the Cloud. Mahindra Satyam's web-enabled EMS involves minimal hardware and can be re-used at other events as well as manage the high traffic on the website which typically reaches its peak just before and during the World Cup event.

Creating an 'Extra'net Environment for the Sporting Extravaganza

In keeping with today's business environment, extranet/ intranet platforms offer an enhanced interaction experience with partners, sponsors and supporters, via information sharing, collaboration, and improved communications. To leverage these very benefits, FIFA required the services of an extranet platform.

Mahindra Satyam proposed a cost-effective scalable solution of an Intranet and Extranet System at FIFA that would support 12 new extranet systems and 3 applications built on the Media ticketing and Project Reporting & Messaging Tool for over 16,000 users and over 20,000 media users.

The seamless delivery of the EMS solution has made it easier for offshore and onsite coordinators to synchronize with FIFA's daily business requirements. Mahindra Satyam's strong support squad - Team Services Support System (TSSS) - provides an uninterrupted execution and management of participating member association teams' daily activities – team requirements and protocol and match events for the entire month - from start to finish.



FIFA 2010 Event Management Solutions

- **Cost Effective Accreditation systems:** Designed for over 250,000 accreditations during the World Cup
- **Consolidation of Volunteer Management Systems:** For over 130,000 volunteers
- **Hosting of an Efficient Transportation System:** Including all ground transport
- **Enhanced Space and Material Systems:** Deployment of over \$1 Billion of assets during the World Cup
- **Incorporating Robust Ticketing System:** Testing and deploying the product to sell more than 3 Million tickets

About Mahindra Satyam

Mahindra Satyam (NYSE: SAY) is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The Company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the \$6.3 billion Mahindra Group, a global industrial conglomerate and one of the top 10 industrial firms based in India. The Group's interests span financial services, automotive products, trade, retail and logistics, information technology and infrastructure development.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Contact

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The Official IT Services Provider of the 2010 FIFA World Cup™

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