The Game of Sponsorship
Protect Sponsorship Business Value by Measuring What You Pay For

Niveditha Hari
SAP Leonardo Machine Learning
SAP Innovation Center Singapore
SAP’s vision for Enterprise Machine Learning
Deliver rapid value with business solutions

SAP Leonardo
Machine Learning

Create your own intelligent infrastructure

**Automate Knowledge Work**
- Transformational **HR** services
- Lights out **finance** operations
- Self-driving customer **service**
- Conversational **sales** bots
- Customer **retention** insights

**SAP Cloud Platform and SAP HANA**

**Do the Impossible**
- Image-based Ariba **commerce**
- Contextual Concur **travel** concierge
- Video-aware **marketing**
- Visual **store execution**
- Drone and satellite-based **asset management**
- Vision-enabled **manufacturing**
- Contextual **logistic**
The Challenge of Sponsorship ROI Management
Brand visibility measurement as of today

- Unreliable measurements
- Time-consuming analysis
- Limited media coverage

Not addressing all questions

How will **new technologies** influence sponsoring?
The Pain Points of the Industry Players

Right owners

Media agencies

Lack of scalability to process growing volumes of media

Inaccuracy due to extrapolation of results

The Industry players have the same challenges

Sports leagues, teams, venues

Blue-chip brands

“Black box” impact result that is impossible to extend with financial info

Delayed reports
SAP Brand Impact
Reimagine marketing and sponsorship engagements

SAP Brand Impact automatically analyzes brand exposure in video and images by leveraging advanced computer vision techniques. It helps media agencies, production companies, and brands to gain accurate, timely insights into sponsoring and advertising ROI.

- Fast: Near real-time
- Transparent Interactive interface
- Accurate and scalable to millions of hours
- Time-annotated impact indicator API for combining data with CRM, ERP, Web site stats
SAP Brand Impact: Extensibility options

Customers Video Content → SAP Computer Vision Engine → Exposure Analytics UI

Time Labeled Brand Exposures → BI Analytics Tools Impact Index

Time Labeled Business Data → Duration Of The Broadcast

SAP Computer Vision Engine
Powered by Nvidia Deep Learning

CRM/Sales/Web Site Log

SAP Brand Impact: Extensibility options
SAP Brand Impact Value Proposition

Brand Impact application

Automatically analyzes brand exposure in videos and images by leveraging advanced computer vision techniques. The application helps media agencies, broadcasters, and brands gain accurate, timely insights into sponsoring and advertising ROI.

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<thead>
<tr>
<th>Fast</th>
<th>Transparent</th>
<th>Accurate and scalable</th>
<th>Flexible</th>
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<tbody>
<tr>
<td>Processing time is times faster than the broadcasting frame rate</td>
<td>Interactive interface</td>
<td>Enterprise grade precision</td>
<td>Media processing based pricing structure</td>
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<td>downloadable time annotated</td>
<td>precedent scale</td>
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<td>Reports of detections</td>
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vs existing offerings

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<tr>
<th>Slow</th>
<th>Black Box</th>
<th>Estimated</th>
<th>Lock-in</th>
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<td>low reports SLA</td>
<td>Aggregated statistical info</td>
<td>Sampled based extrapolated calculation</td>
<td>Large consulting contract</td>
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Thank you.
Stay Curious!

Niveditha.Hari@sap.com