DIGITAL FAN EXPERIENCE

RFI Line Items

ECPU:ESTIMATED COST P/UNIT   PMP:POTENTIAL MINIMUM PURCHASE   PAP:POTENTIAL ANNUAL PURCHASE   PF:PURCHASE FREQUENCY   ETD:ESTIMATED DELIVERY TIME

Product name	MFR	MFR product #	ECPU	Min qty	PMP	PAP	PF	ETD	Details
DIGITAL FAN EXPERIENCE				1			1	0	The Digital Fan Experience (DFE) is leading Software-as-a-Service (SaaS) sports/events platform that provides a robust & highly customizable tools that deliver exciting team mobile apps. DFE leverages
Totals									

Digital Fan Experience Description

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ITEM DESCRIPTION/SCOPE: The Digital Fan Experience (DFE) is leading Software-as-a-Service (SaaS) sports/events platform that provides a robust & highly customizable tools that deliver exciting team mobile apps. DFE leverages dynamic and personalized content to energize our fanbase with engaging storylines, key features, and real-time game info to create a better 365-day Fan Experience. The platform uses data analytics to drive revenue generating opportunities - maximizing value to the team. The DFE open standards-based architecture and API-first design allows for you to pull in an unlimited number of cloud based services into our app experience, including ticketing, loyalty, push notifications, and personalized content. The DFE mobile application development team works hand-in-hand with the HEAT team daily, recommending and implementing best practices ensure the best fan experience in the industry.

TOTAL PROJECT COSTS:

SOFTWARE or HARDWARE: Raw Engineering

TIMELINE: 5 BUSINESS DAYS