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Larry H. Miller Sports & Entertainment

Eric Schulz
VP of Marketing

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- ① Who is the Larry H. Miller Sports & Entertainment Group?
- ② Mobile Marketing – Why Me Inc?
- ③ Landing Page Demos

Larry H. Miller Sports & Entertainment – the Company



Larry H. Miller Sports & Entertainment – the Company





- ④ Why is the Larry H. Miller Group using Shout!?
 - ④ Most cost effective way to reach fans
 - ④ Easy to use
 - ④ Can send audio messages from Stars (recognizable figures) tied with a web site to push sales of tickets and sports memorabilia
 - ④ Andrei Kirilenko — NBA all-star
 - ④ Denny Haslam — president, basketball operations
 - ④ Deliver timely information to fans

Versatility





Delta Center





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ASK Technologies, Inc.

Steve Piroli & John Fox

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ASK technologies, inc. _____

- Who Is ASK
- System Integration Practice
- Application Practice
- Why Enterprise Mobility
- Case Study – Musco Food Corporation



Who is ASK ?



- Founded in 1993
- Leading Value Added Reseller & Systems Integrator
- Long Term SCO Premier Reseller
- Represent Top Tier Hardware & Software Manufacturers
- Strong Business Partner Relationships
- Best In Class Professional Services
- Proactive & Reactive Support Offerings
- National Client Base
- Top 25 Software Developers Philadelphia & Metro Area
 - Philadelphia Business Journal 2004 & 2005
- Top 25 System Integrators Philadelphia & Metro Area
 - Philadelphia Business Journal 2005

Systems Integration Practice



- Server & Storage Implementation
- UNIX Implementation
- UNIX & Windows Server Optimization
- Layered 3 Routing and Switching
- VPN, Firewall, Security & Auditing
- Cisco IP Telephony
- Enterprise Mobility Computing
- Power Consolidation
- Disaster Recovery
*ASK **Data Reflector**®*
- Offsite & Secure Data Hosting Services



- **CIS** - Carrier Information Systems. Commercial Truck Load, LTL, Leasing & Renting Transportation Application Software
- Business Basic - BBx, T-Bred, and Open Basic Development & Support
- Cobol - Microfocus, Liant, RM Cobol Development and Support
- C, C++ & UNIX Scripting
- Electronic Commerce Solutions
- Mobility Enterprise Application Development Solutions

Why Enterprise Mobility ?



- Defining Mobility
- Technology Is Full Of Change
- Device Consolidation
- Exciting Times

Case Study — Musco Foods Corporation



- **Challenge: Mobile Sales Force Effectiveness**

- Orders taken manually
- Transcription errors
- Ordering delays
- Pricing changes
- No availability of the latest catalog information



Case Study — Musco Foods Corporation



- **Solution: Ordering and Inventory on Smart Phones**



MobileOE

Find Customer

A

Customer	Rep	[]
A A B GOURMET FOOD	SM	B
AUTOMATIC BREWERS AND	JY	E
PAUL & NANCY INC.	JD	D
CLASSIC PROVISIONS INC.	JC	D
BLUE CAT HOLDINGS LLC	JY	D
CULINAIRE SPECIALTY FDS.	JC	D

MobileOE

Order List

Customer	Status
A A B GOURMET FOOD	Post
AUTOMATIC BREWERS AND	Post

MobileOE

Find Product

A

Product	Package	Ba
PARMIGIANO REGGIANC1/71#		9.
PARM REGG PCS-18 MC2/4 KG		10
PARM REGG PCS-22 MC2/4 KG		10
PARM REGG RED COW/'1/65# S		1
PARM REGGIANO '02 1/75# LF		8.
PARM REGG STRAVECC1/65#		7.

MobileOE

Code: 1210

Name: A A B GOURMET FOOD

Date: 09/16/05 **Bracket:** [B]

Code	Product	Qty	\$
275105	EX VGN OLIVE...	2	109.64
10390	PARMIGIANO ...	3	28.56

Total: \$138.20

Case Study — Musco Foods Corporation



- **ROI: Faster, More Efficient & Profitable Sales**

- Dramatic cost savings
- Improved customer service levels
- Next-day order delivery
- Current price/quantity data
- Faster inventory turns
- Reduced accounts receivable





➤ Corporation Location

- **7 Bala Avenue, Suite 201**
- **Bala Cynwyd, PA 19004**
- **610.617.0300 Office**
- **610.617.0307 Fax**

➤ Visit Us At

- www.asktech.com

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Brigham Young University Shout!

Jazzmasters Shout!

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Utah Blaze/BOWG Ad Agency

Jaelyn Carrillo

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- 2006 Utah Blaze Recap – First year in the Arena Football League
 - #1 in league in season tickets
 - Season Tickets 9,752
 - #1 in league attendance
 - Total attendance for 8 games 124,000 / 15,500 fans per game
 - #1 in Sponsorship sales
 - Exceeded 2006 ticket revenue target by 25%
 - Received Arena Football League Commissioners Award
 - Given to the best overall Front Office

B/O/W/G – the Company



- Full service agency
- Founded in 1995
- 70% technology 30% other
- Based in Salt Lake City
- Founding member of a global network of independent agencies
- 2006 winner of two National Addy Awards
- 2006 Best of Show in Utah
- Won 17 Gold Addy's locally
- May 2005 Ranked in the Top U.S. Agencies by Advertising Age Magazine

Utah Blaze – Reasons for using Shout!



- Success created new Marketing challenges
- How do we reach our loyal and new fans?
- Top of Mind Awareness
- How do we set ourselves apart from the other professional sports teams in the market?
- Cost Effective
- Cost per impression made Shout! the most cost effective advertising medium we were using.
- Unlimited monthly uses for the same monthly cost
- Personalized Messages
- Using Danny White as our “voice” we were able to send personalized messages to each of our fans.

B/O/W/G – Reasons for using Shout!



- New medium
- Reach target audience in a different but very direct way
- Complementary addition to a traditional media buy
- Attractive medium for younger target audience
- The “Wow” factor
- An “out of the box” idea to enhance your media plan
- Cost Effective
- Allows a change in messaging in real time

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