



Sacramento Kings Team Up with Built.io to Craft Unprecedented Fan Experience at World's Smartest Arena

100%

automated day-to-day workflow

1,500

automations run per game for a flawless UX

2x

as many live updates compared to ESPN

Summary

The new home of the Sacramento Kings – Golden 1 Center, set to open in October 2016 – will be the smartest, most connected arena on the planet. To celebrate this opening, the Kings will release an update to the mobile application for both the franchise and the arena fully powered by Built.io's digital business platform, including Built.io Backend and Built.io Flow.

About

The Sacramento Kings are a professional National Basketball Association (NBA) team based in Sacramento, CA. Dynamic, new ownership is elevating the brand and the city with construction of a new state-of-the-art arena, surrounding connected spaces, and app.

Profile

Website:
Kings.com, Golden1Center.com
Industry:
Sports, Entertainment
Company Size:
1001-5000 employees

Powered by Built.io



backend



flow

The Challenge

The Sacramento Kings new entertainment and sports center is set to be the first coliseum of the 21st century. When it opens in October, it will be a high-tech haven for the NBA's loudest fans and anyone attending a concert, family show, or private event. Given the mission – to deliver a truly connected experience – the Kings needed to ensure the arena, app and anything under the hood remain 'future-proof' by delivering continuous innovation and upgrades to the overall experience for years to come. The first step was to build an app for the 2015-16 season – the final year at the Sleep Train Arena – to provide the best experience possible and test future integrations in an app. With features like realtime stats, experience upgrades, in-seat food ordering, merchandise browsing and Uber integration, the app has already provided Kings fans with an invaluable experience leading up to the opening of Golden 1 Center. It also allowed the Kings to deliver an updated app even before the new Golden 1 Center opens for the 2016-17 season.

To this end, they needed a highly scalable platform to power their mobile app, bring together many different services and also demonstrate the ability to be constantly updated. In addition, the app environment needed to facilitate the testing and deployment of yet-to-be-released features for the upcoming season.

However, connecting the world's most technologically advanced arena and making it work effortlessly with a mobile app was a daunting task. Kings CTO Ryan Montoya decided to partner with Built.io in preparation for this momentous event to lay the foundation for what will be the most connected arena and app experience to date.



The Kings App provides fans with realtime data and access to many services, platforms and partners on-demand. This experience could not be possible without Built.io's digital transformation platform.

— Ryan Montoya, CTO, Kings

The Solution

The official Sacramento Kings Application is powered by Built.io Flow, an iPaaS (integration Platform-as-a-Service) that is used to connect anything with an API or a digital heartbeat and Built.io Backend, an enterprise mBaaS (mobile Backend-as-a-Service) that enables companies to create applications without the hassle of designing, building, and maintaining a custom backend technology stack.

Using a combination of the two products is hailed as an enterprise-grade best practice by the Kings team for the following reasons:

1. By investing in 'products as a service', the Kings ensure that adopting new technology is seamless and does not require continuous in-house maintenance and upgrades.
2. The platform autoscales and is highly synchronous, so no one has to do anything to keep the app running and deliver the latest game details. Under the hood, the app runs 1,500 flows, or automations, per game across 10 different APIs spanning the NBA, Urban Airship and PubNub. This automates a realtime game experience with up-to-the-moment scores, play-by-play details, shot charts, team and player stats, as well as daily news and multimedia updates.
3. This combination of products is the backbone that accommodates the massive number of integrations (30+) that will be present in the updated Kings App to be released prior to the opening of Golden 1 Center.

“*A seamless and frictionless fan experience should begin long before you get to the arena and last beyond the final buzzer. Built.io's infrastructure has put us in a position to achieve our objective with a worldwide fanbase.*”

— Ryan Montoya, CTO, Kings

The Results

When the Sacramento Kings open the new Golden 1 Center, they will release a brand new Kings Application. The app's connected infrastructure supports everything from real-time stats and play-by-play updates to the ability to order an Uber, giving fans a reliable means of connecting with the team in the buildup to the opening of the new arena. Continual advancement has been the cornerstone of the Kings and Built.io's partnership, and will assure the Kings App stays ahead of the pack after Golden 1 Center opens. "Built.io's platform provides us with a nimble and robust technology foundation. We're able to test and iterate innovations with fans on demand. We can try out new services at any time and if our fans like them, incorporate them into the mobile app. Or, if we come across a better offering, we can unplug the existing service and plug in the upgrade. Having a dynamic platform allows us to foster an enhanced fan experience that continually evolves," said CTO Ryan Montoya. "Built.io makes app upgrades effortless."

Because the Kings App is powered by Built.io's lightning-fast digital platform, it runs twice as many game updates than ESPN can show during the same timeframe. Half a million in-app activities are tracked per month. The average in-app dwell time during a game hovers around eight minutes. "The array of integrations in the current Kings App demonstrates that Built.io Flow and Built.io Backend are part of a cutting edge digital platform that have primed the Sacramento Kings to build an app that will be the remote control to Golden 1 Center."

“*Built.io's platform provides us with a nimble and robust technology foundation. We're able to test and iterate innovations with fans on demand. Having a dynamic platform allows us to create an enhanced fan experience that is continually evolving. Built.io makes app upgrades effortless.*”

— Ryan Montoya, CTO, Kings