NTT

Transform

through innovation

We're helping A.S.O. to continually innovate the Tour de France, creating new opportunities as part of delivering the world's largest connected stadium.

Responding to change

Embracing new technologies, understanding market changes (social, political, economic) and expert capabilities facilitates the right conversations and action.

This brings about fast, effective change in response to fan needs and engaging new audiences.

Seven years of digital transformation, together with A.S.O., from 2014-2020:

- app downloads increased **209%**
- social media fans grew **322%**
- video views up **1300%**
- visits to Race Center in 2020 **33 million**

Increasing agility

Elevating the role technology plays across A.S.O., building flexibility into their systems and architectures and using platforms, reusable components and APIs.

This ensures A.S.O. continues to remain relevant through bold strategic initiatives and supports their requirement to be a highly agile business.

66.9% of business leaders agree improving business agility and the ability to respond to change is one of the most important business priorities over the next 12 months.

2020 NTT Hybrid Cloud Report

Building new revenue streams

A.S.O. is able to accelerate their organizational and technological innovation with the same enthusiasm and speed that cycling fans and employees expect from their mobile and cloud-based applications.

Tour de France Hackfest:
generated **5,628 hours** of innovation, involved **134 participants**, **34 teams**, **11 countries**, across **5 regions.**

54% of business and IT leaders say new product development will be the biggest impact on IT decision-making.

(2021 NTT Global Managed Services Report)

Enabling faster decision-making

Delivering event insights, rich analytics and intelligent digital solutions in an events dashboard via our NTT Services Portal means real-time information gets into the hands of those who need it.

This ensures the safety and integrity of the Tour de France and ultimately, a more seamless experience.

- **47% reduction in cost to support the Tour de France,** while facilitating a 455% increase in scope and innovative change over the course of the partnership.
- **53 data records e.g.** gradient, weather, time gaps transmitted per second, per rider.
- **160 million data records** processed per stage.

Making the Tour de France COVID-19 safe

Crowd monitoring applications are deployed for organizers to monitor the volume of fans in any given location. But more importantly, so fans can enjoy live sport safely.

Average of **12 million roadside spectators** every year.

[Visit the NTT Tour de France web page](#) for further insights into how we're helping the race transform through innovation.

Together we do great things