

Cognizant and Eintracht Frankfurt's digital subsidiary EintrachtTech collaborate to support the digitization of the football club's business



Cognizant's AI and data analytics will improve visitor flow and sustainability management for EintrachtTech, the subsidiary of Eintracht Frankfurt focused on digitizing all areas of its business operations

Cognizant today announced an agreement with EintrachtTech, an independent subsidiary of Eintracht Frankfurt football club which focuses on all strategic digital projects of the Bundesliga football club. As part of the long-term partnership, EintrachtTech and Cognizant will collaborate in three business areas: Digital Platform, 'Arena of IoT' and #EintrachtDigital. The co-operation kicks off with digital innovation projects at the Deutsche Bank Park, the home of both Eintracht Frankfurt and the 'Arena of IoT', where AI and IoT projects are developed and tested.

The cooperation is central to EintrachtTech's digital transformation strategy to expand the digital center 'Arena of IoT'. The focus is on smart stadiums, facility management, energy management, logistics and mobility. Cognizant will deliver state-of-the-art IoT solutions to address sustainability and economic efficiency issues. This will ensure improved visitor flow management through AI and data analytics that

will lead to faster entry, fewer queues, and more time for visitors to enjoy the stadium experience. Projects are also to be jointly implemented to make the Frankfurt stadium an even more sustainable major event venue.

"Our goal is to use state-of-the-art IoT technology to make stadium operations more efficient while improving the visitor experience. In doing so, we realize projects that make a targeted contribution to the implementation of our digital strategy," says Timm Jäger, CEO at EintrachtTech. "For this purpose, we are happy to have Cognizant as a strong partner at our side. In addition to equipping Deutsche Bank Park with the latest technology, we see ourselves as a driver for innovation that does not end at the stadium gate. Rather, through our digital center, we take an active role as a driver for digital transformation for the broader Rhine-Main region."

"We look forward to our cooperation with EintrachtTech and are proud to have been chosen as a trusted technology partner based on our expertise in various areas of IoT and AI such as mobility, security and smart solutions," said Alexander Broj, Vice President Consulting, Central Europe at Cognizant. "The stadium is also an ideal test environment to develop further innovative projects we might be able to offer to other venues and large event organisers."

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