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DAIMANI AG

LEVERAGING INTELLIGENT TECHNOLOGIES TO TRANSFORM VIP HOSPITALITY

SAP Commerce Cloud

SAP

Company Information

Headquarters : Zurich, Switzerland
Industry : Sports and Entertainment
Web site : www.daimani.com

This case study explores how **DAIMANI AG** is revolutionizing the VIP hospitality industry by creating a seamless, real-time marketplace that connects clients to premium sports, musical, and cultural events worldwide. DAIMANI's platform offers a unique solution by providing VIP clients with the ability to discover, book, and manage exclusive event experiences, complete with travel and onsite arrangements, all in one place. Through its innovative approach, DAIMANI is setting new standards in the way businesses and individuals' access and experience luxury hospitality services on a global scale.

DAIMANI AG has set a new benchmark in VIP hospitality by developing an integrated platform that seamlessly combines event management, finance, sales, customer loyalty, and more. This platform offers a comprehensive and scalable suite of transactional APIs, enabling the intelligent distribution of premium VIP products. By offering white-label solutions, **DAIMANI** empowers event organizers and partners to leverage its frictionless user experience and global reach, ultimately redefining the standard for VIP hospitality and transforming the way luxury events are accessed and experienced.

Leveraging Advanced SAP Solutions to Transform the VIP Hospitality Experience DAIMANI AG

Challenge

Bridge the technical and cultural gaps in the multibillion-euro VIP hospitality sector by offering both B2B and B2C clients seamless access to exclusive sports, music, and cultural events from around the globe in one integrated platform.

Solution

DAIMANI's team recognized that the core of their vision – a unified marketplace – would demand the integration of multiple systems and services, ranging from finance and sales to customer marketing and loyalty programs. To achieve this, they built a sophisticated infrastructure combining both SAP and custom non-SAP applications, ensuring the delivery of seamless, integrated services on a global scale.

Outcome

Through the integration of various SAP solutions, DAIMANI has launched a dynamic, real-time VIP hospitality marketplace that showcases global events, supports client communication in seven languages, operates in over 70 currencies, and accommodates more than 30 payment methods. The platform delivers a seamless, consistent user experience for both customers and partners worldwide.

"Our vision at **DAIMANI** is to be the first global marketplace for VIP hospitality and to be completely customer driven, so that every customer in the world can have access to every VIP experience they want to buy or attend. We use integrated technologies from SAP to connect customers from around the world to the best events in the world."
Max Müller, CEO, DAIMANI AG

6 Continents with premier events showcased on DAIMANI

30+ Payments & Methods

70+ Currencies accepted for VIP events

Business Challenges and Objectives

Customer needs

- No unified platform for VIPs to access and book tickets for sports, music, and cultural events.
- Consumers faced fragmented, localized access with barriers like language, pricing, and global payment mechanisms.

Key challenges in delivering the DAIMANI platform:

- Creating a seamless customer experience requiring integration of sales, marketing, finance, event management, loyalty, and transportation systems.
- Meeting the needs of global event rightsholders for worldwide availability, frictionless bookings, and cross-sell opportunities.
- Building a solution capable of scaling on a global level.

DAIMANI's objectives:

- Create a global marketplace offering access to the world's top VIP hospitality events and experiences.
- Provide B2B and B2C clients with additional services such as transportation, meals, and hotel accommodations.
- Ensure a seamless user experience supporting multiple languages and diverse payment methods.
- Enable scalability with transactional APIs and a white-label online sales platform.

Project or Use Case Details

With extensive expertise in VIP hospitality ✨ and SAP technologies 💡, the **DAIMANI** team recognized that only SAP could bring their vision to life. The marketplace solution 🛍️ integrates over eight SAP solutions, delivering a seamless VIP experience 🎟️.

- SAP S/4HANA Cloud ☁️ standardized finance processes 💰, enabling faster adoption 🚀 and eliminating manual tasks ⏳.
- The SAP Customer Experience Suite 🎯 optimizes customer engagement 🏆, using machine learning 🤖 for personalized experiences 👤.
- Automation ⚙️ through SAP Concur® enhances transportation and travel management ✈️🚗.
- SAP Analytics Cloud 📊 supports data-driven decisions 📈.

The SAP Business Technology Platform 🚀 and SAP Extension Suite 🔗 allowed **DAIMANI** to create a custom commission application 💼 and integrate data from both SAP and non-SAP systems 🔄. The platform supports scalable APIs ⚡, accepts 30+ payment methods 💳, and 70+ currencies 💱. With a successful launch in Europe 🌍, DAIMANI is expanding globally 🌎, offering a multilingual 🗣️, frictionless booking experience 🏷️ to its clients worldwide 🌐

Benefits and Outcomes

BUSINESS OR SOCIAL

- Provided global access for B2B and B2C customers to discover and book VIP events across six continents on one platform
- Empowered event rightsholders to sell their premium events worldwide via a white-label sales solution
- Facilitated seamless communication in seven languages
- Ensured price transparency with support for over 70 currencies and 30+ payment methods
- Offered a comprehensive customer view to better address their needs and ensure high-quality service fulfilment

IT (OPTIONAL)

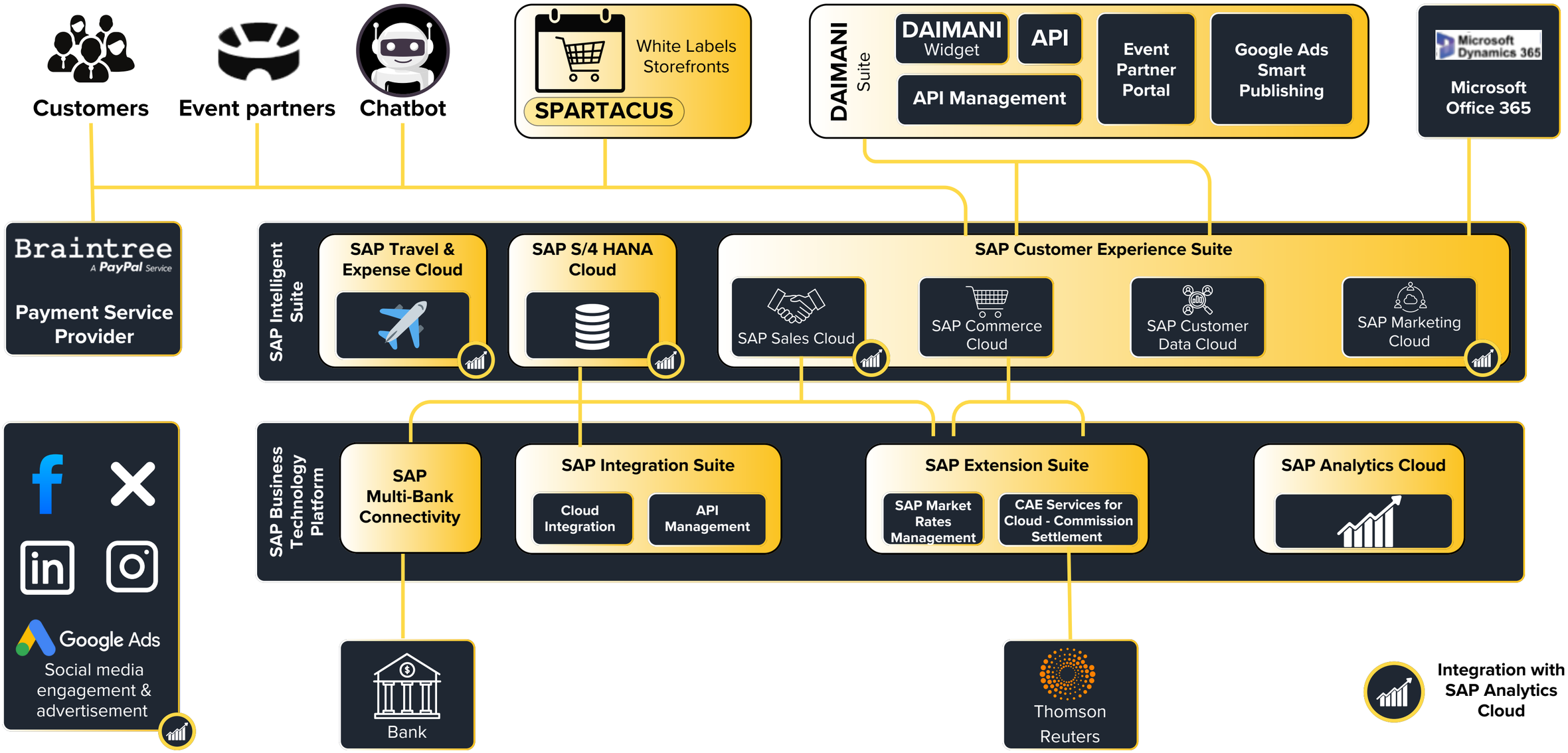
- **Established a diverse IT architecture with robust monitoring and top-tier security & compliance**
- **Accelerated time-to-market using reliable, standardized SAP technology**
- **Facilitated global expansion with centralized management through cloud services**
- **Adopted an intelligent enterprise approach to integrate technologies and deliver a smooth customer experience**

HUMAN EMPOWERMENT

- **Generated over 30 new jobs within a year**
- **Provided user-friendly onboarding tools for global event promoters to expand their reach**
- **Enabled DAIMANI and partners to focus on innovation over operations**
- **Enhanced team efficiency and boosted innovation through collaboration with SAP**

Watch The VIDEO

Architecture



Deployment

SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
SAP® Customer Experience Suite	Live	Delivers tailored experiences with real-time engagement
SAP® Business Technology Platform	Live	Enables seamless marketplace integration with cloud-based solutions
SAP S/4HANA® Cloud	Live	Serves as a centralized financial hub, integrating data from multiple systems
SAP® Analytics Cloud	Live	Offers advanced simulation capabilities for data-driven decisions
SAP Concur®	Live	Facilitates transportation management and travel agency supportFuture plan. Integrate VIP Hospitality products into SAP Concur for seamless booking

Could you clarify what you need? Are you looking for a list of SAP Services and Support offerings to choose from, or do you need an alternate way to phrase this question

- ☐ SAP MaxAttention™
- ☐ SAP Value Assuranceq
- ☑ SAP Innovation Services SAP
- ☐ SAP Active Attention™
- ☐ SAP Model Company
- ☑ Innovative Business Solutions
- ☐ SAP Advanced Deployment
- ☐ Others:

Advanced Technologies (1 of 2)

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
Machine Learning or Artificial Intelligence Robotic Process Automation (RPA), Conversational AI, AI-powered Knowledge Graph	SAP Commerce Cloud & SAP Marketing Cloud SAP Conversational AI	Tailored and unique customer experiences by providing personalized suggestions for website navigation and marketing interactionsFuture plans: Empower customers to engage with DAIMANI in real-time, enabling faster and more efficient discovery and booking of VIP experiences
Intelligent data management Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy	SAP Customer Experience Suite	Full use of 5 data centres, consent and preferences management Smart and dynamic search functions, Event Display and Event Onboarding-Automation Segmentation and Trigger Based Campaigns, Marketing Automation, Customer Lifecycle Management
Advanced and augmented analytics • Real-time and streaming analytics, spatial analytics • Natural language query and generation • AutoML to identify trends, patterns, outliers • Predictive analytics (time series analysis and forecasting, regression, classification)		
Data and analytics solutions in the cloud • Unified data and analytics cloud platforms by SAP • Modern/self-service data to analytics	SAP Analytics Cloud &SAP S/4HANA Cloud	Real-time reporting and tailored dashboards, gathering various data sources, for internal decisionmaking and used as partner services for tangible event-products improvementsFinancial reporting & commission handling

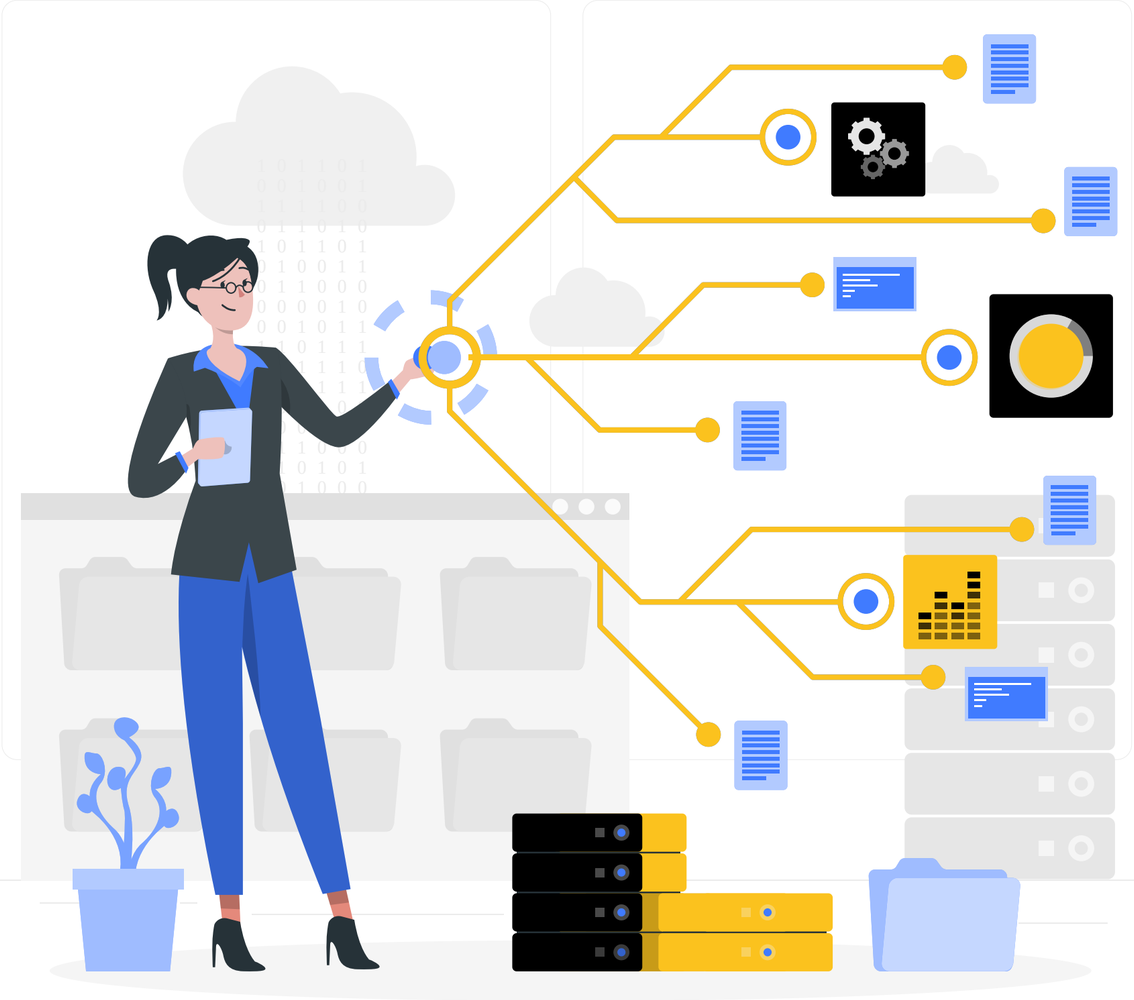
Advanced Technologies (2 of 2)

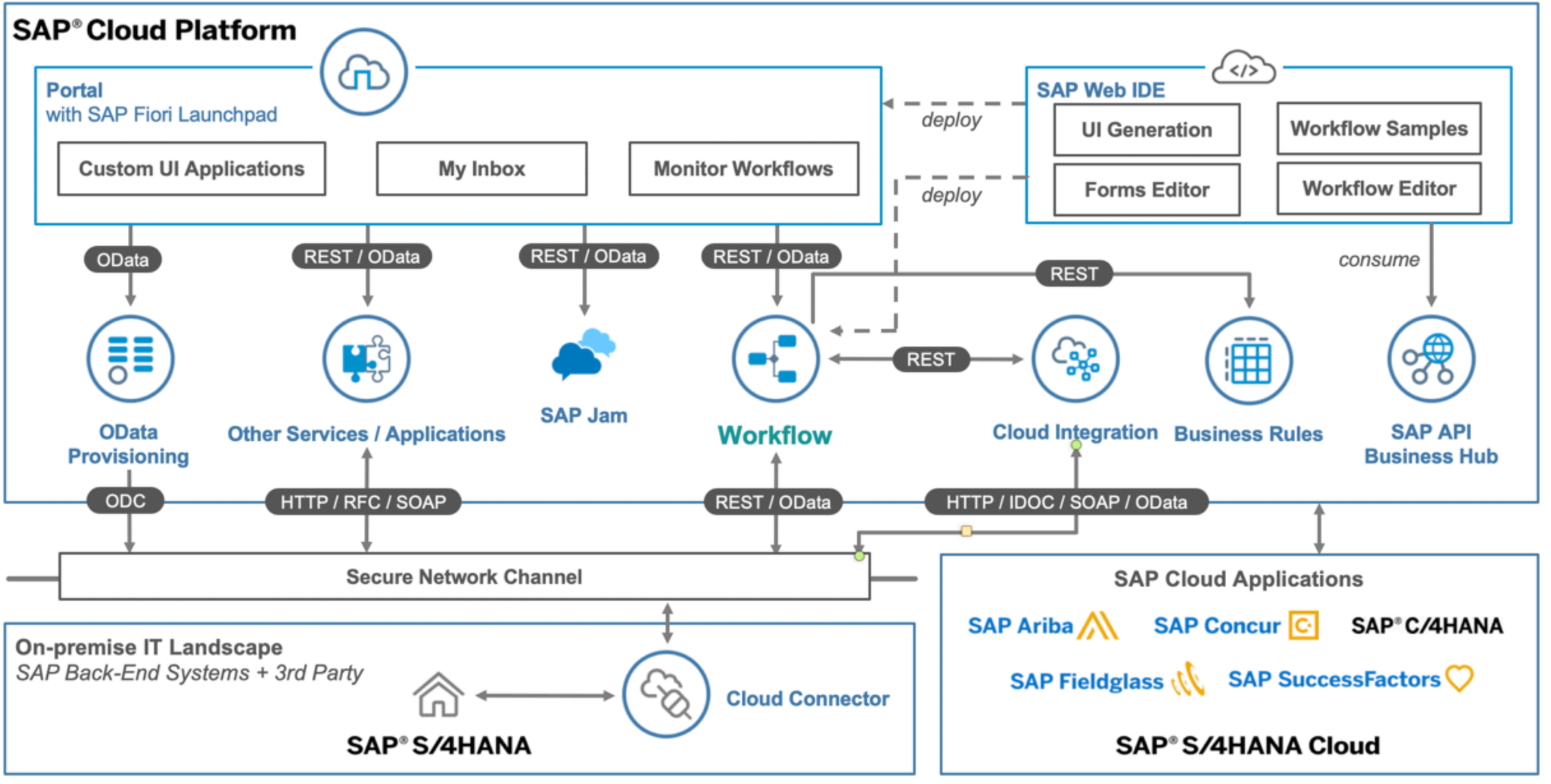
Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
Advanced cloud integration• API economy (monetization and API marketplaces) • AI-based or crowdsourced integration • High throughput, low-latency digital integration hub	SAP Integration Suite	Possibility to fully integrate and escalate the DAIMANI business model with global partners and affiliates through API and white label services The integration allows DAIMANI to access data and information within the right application at the right time
Industry cloud platform	SAP Concur	Provides transportation management and travel agency support Planned for the future: Include VIP hospitality products as sellable items in SAP Concur
Blockchain		Planned for future: Include ability to facilitate transaction integrity and digital tickets
Internet of Things		
3D printing		

Additional Information

The DAIMANI platform integrates all of the following SAP technologies:

- SAP S/4HANA Cloud
- SAP Business Technology Platform
- SAP Integration Suite
- SAP Extension Suite
- SAP Analytics Cloud
- SAP Concur
- SAP Customer Experience Suite
  - SAP Sales Cloud
  - SAP Service Cloud
  - SAP Marketing Cloud
  - SAP Customer Data Cloud
  - SAP Commerce Cloud
- SAP Conversational AI to be implemented




SAP® Cloud Platform
Portal
with SAP Fiori Launchpad
Custom UI Applications
My Inbox
Monitor Workflows
SAP Web IDE
UI Generation
Workflow Samples
Forms Editor
Workflow Editor
deploy
deploy
OData
REST / OData
REST / OData
REST / OData
REST
REST
consume
OData Provisioning
Other Services / Applications
SAP Jam
Workflow
Cloud Integration
Business Rules
SAP API Business Hub
ODC
HTTP / RFC / SOAP
REST / OData
HTTP / IDOC / SOAP / OData
Secure Network Channel
On-premise IT Landscape
SAP Back-End Systems + 3rd Party
Cloud Connector
SAP® S/4HANA
SAP Cloud Applications
SAP Ariba
SAP Concur
SAP® C/4HANA
SAP Fieldglass
SAP SuccessFactors
SAP® S/4HANA Cloud