



CUSTOMER CASE

Basketbal Vlaanderen improves user experience with personalised online services

Basketbal Vlaanderen is responsible for organising and promoting basketball in Flanders and coordinating everything to do with the Belgian Lions, the Belgian Cats, the Belgian 3X3 team and the Belgian youth teams. The organisation can boast around 56.000 members in over 224 clubs. Basketbal Vlaanderen wanted to offer their players, referees, clubs & fans personalised content and services, regardless of platform or device. That's where AE came in with Customer Identity & Access Management (CIAM).

In short...

Challenge



Basketbal Vlaanderen wanted to offer their players, referees, clubs & fans personalised content and services, regardless of platform or device.

Solution



AE implemented a CIAM solution that helps offer personalised content and services by centralising the user's identity and giving them an easy login procedure regardless of platform and device.

Results



The CIAM solution results in a scalable and future-proof platform that improves privacy and security, allows for easier user management and delivers the ability to personalise content for different users





Challenge

Basketbal Vlaanderen wanted to improve the online experience of their members, regardless of platform or device, and offer them personalised services. This is part of a larger strategic plan to improve user experience and reach specific users (users below a certain age for example). Whether you're a referee, an enthusiastic fan, a player that wants to follow-up his own data, a scout that wants to check player performances over time... you should get the data and services that are relevant to you and for which you've shown interest.

Solution

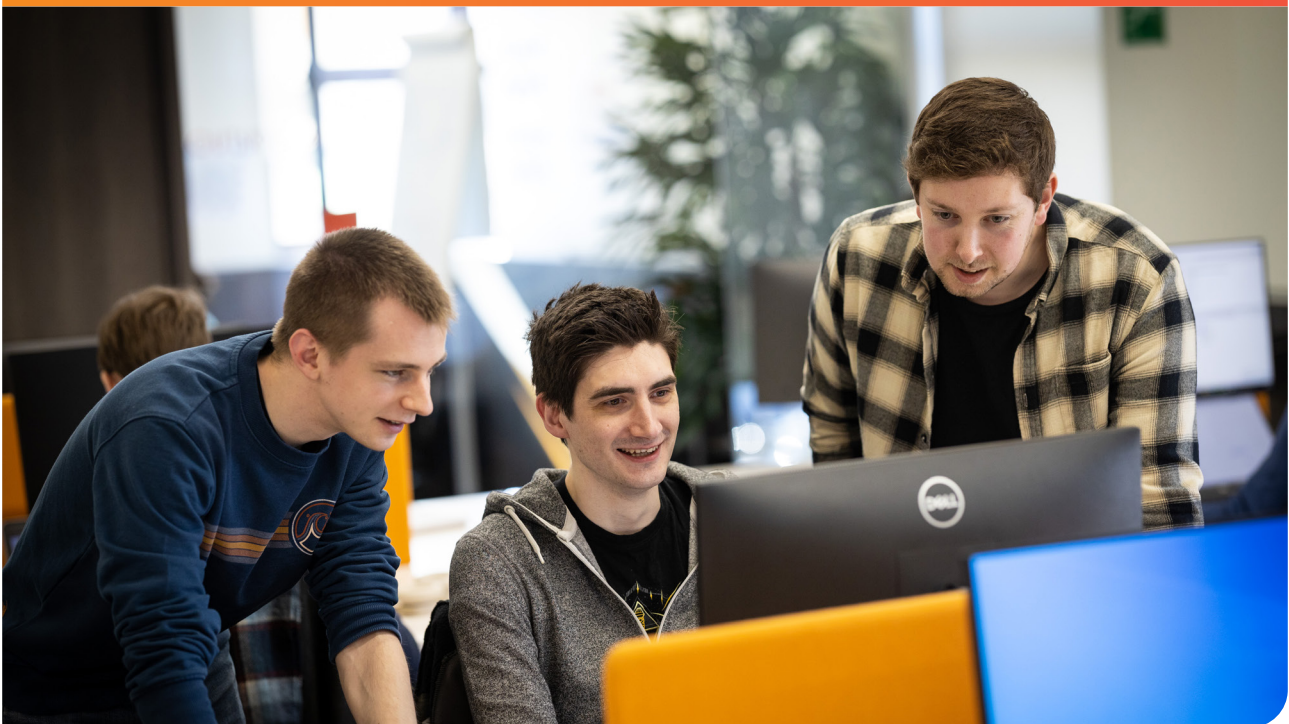
The complete CIAM project consisted of two parts. The first module ensured that users are authenticated via a centralised login and gain access to the correct digital services, regardless of what data is consumed. In addition to username and password, you have a social login via Facebook, Apple or Google. The login also provides access to online services, such as real-time scores of basketball games, from non-secure devices. The second module ensures the centralisation of all kinds of data surrounding the user identity. This allows various services (website, app, external services such as Refassist, etc.) to retrieve user preferences and show personalised content or allow a targeted action to the right target audience.

Results

The complete CIAM implementation brings a series of benefits for Basketbal Vlaanderen. All login and access flows for the parties involved are streamlined and managed from a single CIAM platform, which increases both ease-of use, privacy and security. Next to that there is an improvement in user experience, as users have easy access to various applications and services from one login. Basketbal Vlaanderen is now able to understand the login behaviour and can trigger specific actions to strengthen the connection with their users. And last but not least, Basketbal Vlaanderen will be able to handle future changes more easily, whether it concerns new applications, services or changing security requirements (e.g. GDPR) or handling a larger number of users.

How AE made the difference

Over the last years, we have developed our own assets and implementation methodology on top of existing CIAM platforms. This allowed us to deliver Basketball Vlaanderen a customised CIAM solution that perfectly fitted their needs. That CIAM solution does not stand on its own: it supports the digital strategy and integrates seamlessly with other IT-solutions. Furthermore, we deliver on-going support to adapt the CIAM solution to evolving needs and demands from the organisation and users.



DON'T TAKE OUR WORD FOR IT

"CIAM is the first step towards personalised content for our players, coaches, officials and fans. AE's guidance helped us take the right path during this digital transformation."

Benjamin Bogaert,
Manager Sport, events & communicatie
at Basketball Vlaanderen

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**Talk
to our
expert**

