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San Jose Sharks Expand Business Intelligence Efforts by Partnering with KORE Planning & Insights

SAN JOSE, Calif., Aug. 28, 2017 /PRNewswire/ -- KORE Planning & Insights (KPI) announced today that the San Jose Sharks will be the first customer to take advantage of their new business intelligence consulting services. The Sharks, who have been a KORE Software customer since early 2016, have engaged KPI to help support their overall business analytics and dashboarding efforts.

"The increased focus on data driven decision-making, combined with the creation of a dedicated business intelligence team, has had a great impact on our organization in a short time," noted Neda Tabatabaie, VP of Business Intelligence at the San Jose Sharks. "We have come a long way in the past two years. By combining our internal resources with the KPI team, we will be able to continue with and build on our progress in this area and support our short-term and long-term strategic needs and visions."

As part of their Advisory Subscription, the Sharks will have full access to KPI's analytics and strategy team for all data-centric projects over the course of the engagement. Early projects include conducting an audit of the team's current analytics strategy, making improvements to key dashboards, and optimizing reports for on-demand access by the executive team.

KPI's prior experience with the Sharks' CRM, ticketing, marketing, and partnership data due to their use of KORE Software will allow the KPI team to provide in-depth support for analyst training, fan segmentation, and continued organizational adoption of data driven decision-making.

"I'm very excited to deepen our overall relationship with the Sharks," said Russell Scibetti, President of KORE Planning & Insights. "Looking at the success we've had with them and how their business intelligence team continues to push the envelope, I couldn't have picked a more perfect first customer for this new division."

About KORE

KORE is the global leader in sports and entertainment business management solutions. Comprised of KORE Software, KORE Software Capital LLC, and KPI (KORE Planning and Insights), KORE serves more than 100 major league teams and 200 collegiate customers worldwide, providing practical tools and services to harness customer information including their preferences and behaviors, creating valuable insights, and helping teams follow up with powerful action. For details, visit www.KOREKPI.com.

About the San Jose Sharks

The San Jose Sharks are a professional ice hockey team in the National Hockey League (NHL) based in San Jose, California. As members of the NHL's Pacific Division of the Western Conference, the team plays its home games at SAP Center at San Jose. The Sharks were founded as an expansion team in 1991 and made their NHL debut in the 1991-1992 season. To date, the Sharks have won six division titles and made the playoffs in 19 of their first 25 seasons, including 12 of the last 13 years. The 2015-2016 season marked the first time in franchise history that the team advanced to the Stanley Cup Final. For more information, visit www.nhl.com/sharks.

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