

September 6, 2023



Cleveland Browns Enhance Fan Experiences and Streamline Stadium Operations via Clover Sport

The 2023 football season kicks off with Cleveland Browns Stadium as one of seven of 30 NFL stadiums outfitted with Clover

BROOKFIELD, Wis.--(BUSINESS WIRE)-- The Cleveland Browns have chosen [Clover[®] Sport](#) from [Fiserv, Inc.](#) (NYSE: FI), a leading global provider of payments and financial services technology, to enhance fan experiences and optimize food and beverage operations at Cleveland Browns Stadium.

When Cleveland fans arrive to cheer on the Browns for the 2023 season, they'll be welcomed by technology that enables faster, more convenient purchasing experiences throughout the stadium. Technology upgrades will enable digital and contactless ordering, including third-party Clover Sport integrations that connect fans to mobile ordering, integrated loyalty, and stored value embedded in their ticket. With more ways to pay and faster checkout times, Browns fans will be spending less time in line and more time watching their team play.

"Clover Sport provides us with the technology we need to enhance the fan experience throughout our venue," said Brandon Covert, Vice President, Information Technology, Cleveland Browns. "We're looking forward to working with Clover Sport this season. Having a tech partner at Cleveland Browns Stadium that can streamline front and back of house operations, seamlessly integrate with our other partners, and enhance the fan experience is a significant win for our organization.

Combining leading point-of-sale hardware and software with robust back-office management tools, Clover Sport will serve as a fully integrated commerce operating system powering payments throughout Cleveland Browns Stadium. Nearly 500 Clover devices will be used across concession locations and premium seating areas, including mobile devices for in-seat service and line busting. Clover software will provide stadium operators with invaluable access to real-time data and reporting that can be leveraged to streamline operations and increase profitability.

"As sports fans seek out faster and more convenient purchasing options when attending a game, organizations have an opportunity to create more engaging fan experiences while also strengthening their own operations," said Sandeep Bhanote, Vice President and General Manager, Clover Sport. "With real-time data insights providing a 360-degree view into how fans are engaging during an event, stadium operators can further enhance fan

experiences by optimizing food and beverage operations, staffing levels, and the flow of inventory throughout their venue.”

The implementation at Cleveland Browns Stadium adds to a growing list of more than 300 sports entertainment venues that are choosing Clover Sport to power stadium operations, including more than 50 major sporting venues in the U.S. The 2023 NFL season kicks off with seven of 30 NFL stadiums outfitted with Clover, including home venues for the Browns, Miami Dolphins, New England Patriots, New Orleans Saints, Pittsburgh Steelers, Seattle Seahawks and Tampa Bay Buccaneers.

Learn more at sport.clover.com.

About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and one of Fortune® World’s Most Admired Companies™. Visit fiserv.com and [follow on social media](#) for more information and the latest company news.

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Source: Fiserv, Inc.