

Jeavio

Case Study

A PLATFORM REBUILT FOR THE PACE OF LIVE SPORTS

The Challenge

Delivering for the World's Most Demanding Sponsors

The client, a forward-thinking sports media startup, was already making waves by connecting sponsors and fans through digital collectibles at live events. But as demand grew, the platform needed to do much more—supporting simultaneous events, rapid branding customization, and real-time engagement, all without disrupting ongoing operations.

Key Challenges

The stakes were clear: With major sponsors counting on the platform for critical fan touchpoints, there was zero tolerance for downtime or misstep.

Supporting multiple, concurrent high-profile events with unique branding for each sponsor

Integrating with CRM platforms like Salesforce to capture valuable first-party data

Maintaining a flawless user experience—every time, for every client, under the spotlight

The Solution

Jeavio's Unconstrained, Fluid, Human Approach

Unconstrained Strategy

Jeavio didn't simply update the old system—we designed and engineered a brand-new, cloud-native platform from the ground up. Extensibility and scalability were at the core, enabling the client to launch and manage multiple, uniquely branded events simultaneously—without technical bottlenecks

Fluid Execution

We moved fast, assembling a cross-functional pod of experts and launching the new platform within just 10 weeks. Recognizing the operational risks, Jeavio ran the new build in parallel with the legacy system, ensuring uninterrupted event delivery and stable client experiences at every step.

Human-Centric Design

The new platform enabled sponsors to deliver deeply personalized, on-brand interactions, and offered seamless CRM integrations for richer, data-driven relationships. User interfaces were built to delight both fans and sponsor partners, emphasizing intuitive flows and reliable performance.



Technical Highlights

Cloud-native architecture: Future-proofs the platform for any scale, with easy integration for new partners or sponsors.

Real-time CRM integration: Enables sponsors to collect and act on first-party data, deepening customer engagement and proving ROI.

Customizable event modules: Supports unique branding, messaging, and engagement flows for each sponsor—no matter how many events run at once.

Parallel operations: Guaranteed continuity for ongoing events during the platform transition, eliminating business risk.



Outcomes

Rapid Impact and Sustainable Value

Speed to Value: Full redevelopment, testing, and production launch delivered in just 10 weeks—without disruption to ongoing business

Scalability Realized: The client now runs multiple, simultaneous branded events, meeting and exceeding the needs of top sponsors.

Enhanced Engagement: Major sponsors saw deeper fan and client engagement at key events, starting with a successful NBA launch.

Continuous Innovation: The platform's modular design enables ongoing enhancements—each event driving new capabilities for sponsors and fans.



Jeavio

Why It Matters

This engagement demonstrates how Jeavio's Unconstrained, Fluid, and Human approach unlocks speed and innovation where it counts most. By building for flexibility, adapting to live event realities, and putting both sponsors and end-users at the heart of every design decision, Jeavio turned a business-critical challenge into a scalable foundation for growth in the high-stakes world of sports media.