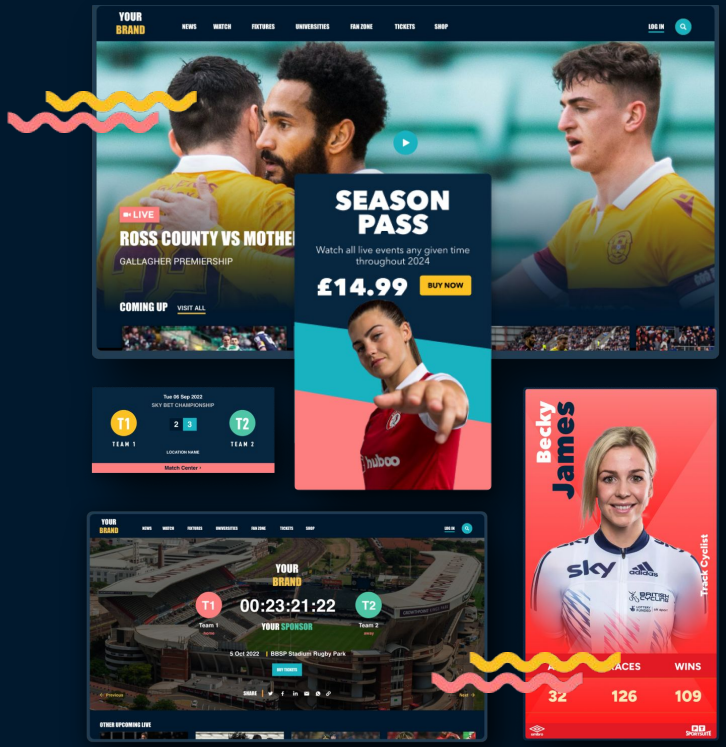
PT SPORTSUITE

PT SPORTSUITE WEBSUITE

Introducing PT's specialised WebSuite solution, including numerous modules and plugins to help you cost-effectively scale engagement

aws | WordPress



Professional sports organisations are not JUST sports organisations anymore - they're also publishers for a content-hungry community of fans.

But to become a publishing powerhouse, you need to provide a web experience that excites, rewards, and promotes engagement on a new level.

PT's WebSuite has a number of compliant plugins and modules that can be tailored to meet your unique business needs - powering genuine connections between you, your fans, sponsors and partners, and enhanced content monetisation in a high-performance web environment.

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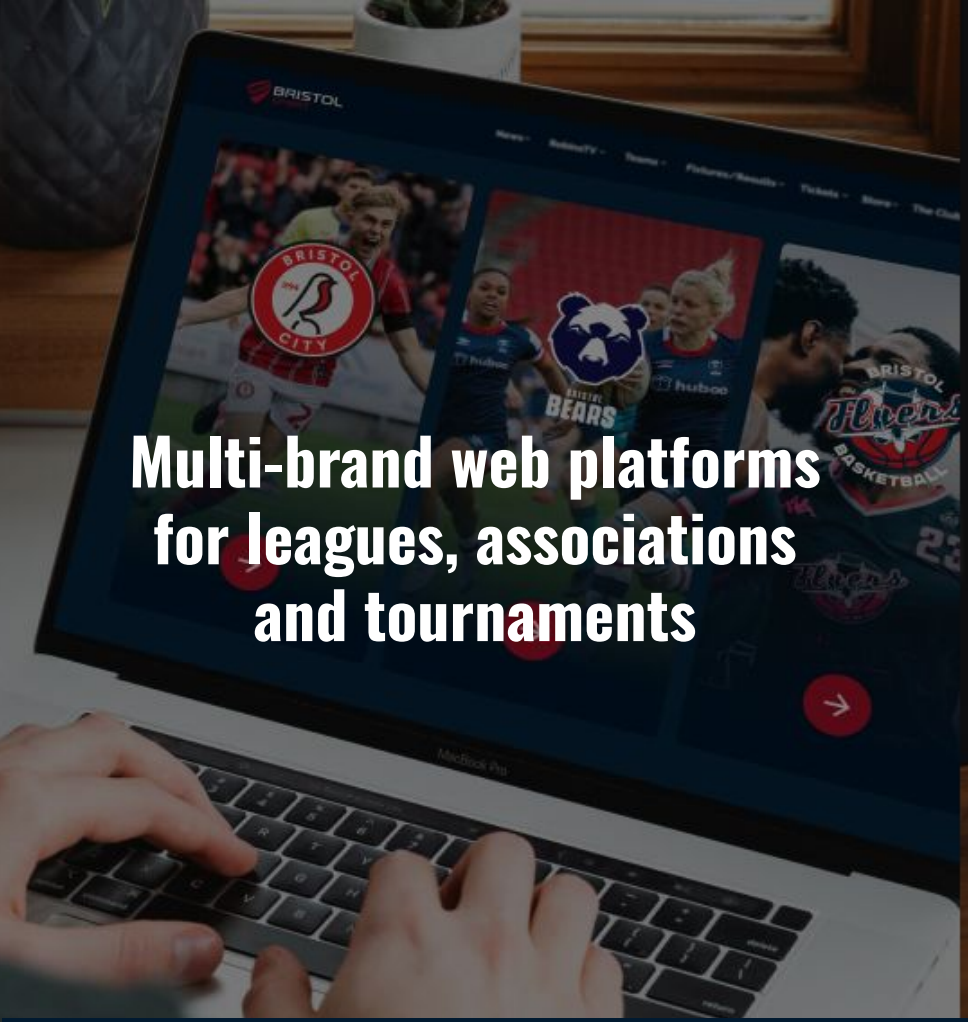

Multi-brand web platforms for leagues, associations and tournaments

Single-brand web platforms for clubs and teams

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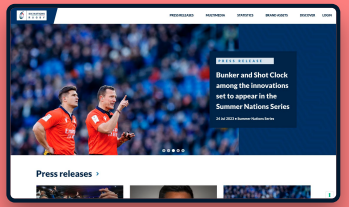
TRUSTED BY ASSOCIATIONS, LEAGUES, TEAMS AND MEDIA GROUPS

Click on the links below to see the latest live implementations of PT's WebSuite Sports Theme

[VISIT SQUASHTV]



[VISIT SIX NATIONS RUGBY]

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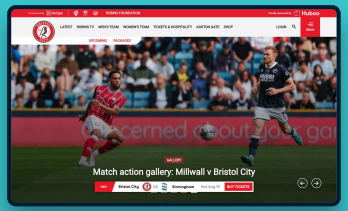
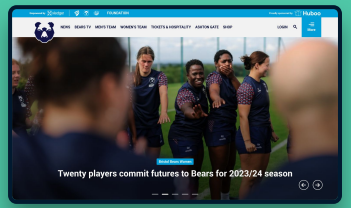


[VISIT BRISTOL CITY FC]



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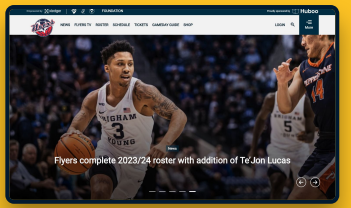

[VISIT BRISTOL FLYERS]

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| WEBSUITE SOLUTION

DID YOU KNOW?

PT's WebSuite modules are available as WordPress plugins! Perfect for existing WordPress users wanting to enhance their web strategy.

PT SportSuite has opted for a cost-effective and easy-to-adopt Web CMS. This innovative theme offers the full array of PT's WP-enabled modules and plugins to benefit leagues, associations, clubs and tournaments looking to enhance their online presence across key touch points.

LEARN MORE

WordPress

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DIGITAL IDENTITY & USER EXPERIENCE DESIGN APPROACH

PT SportSuite's specialist design team will work alongside you to ensure your website celebrates your brand identity and aims to achieve your digital objectives - providing a collaborative, design-driven experience that iteratively delivers new and exciting modules to your digital community.

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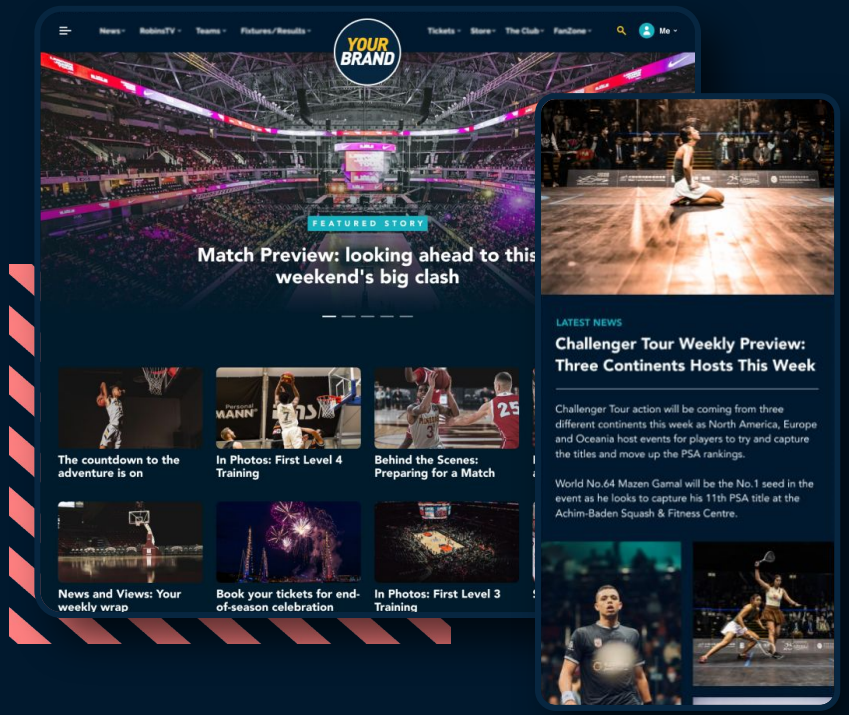

| WEB MODULES

NEWS AND MEDIA FEED

Breaking news and exclusive branded content – 24/7

- Flexibility on primary editorial CMS
- Choice of interface themes and user experiences
- Third-party content feed integration
- Push notifications of breaking news
- Categorise media into sections or TV channels
- Content API services
- Ability to meter premium content

SP [SEE SPORTSPRO MEDIA]

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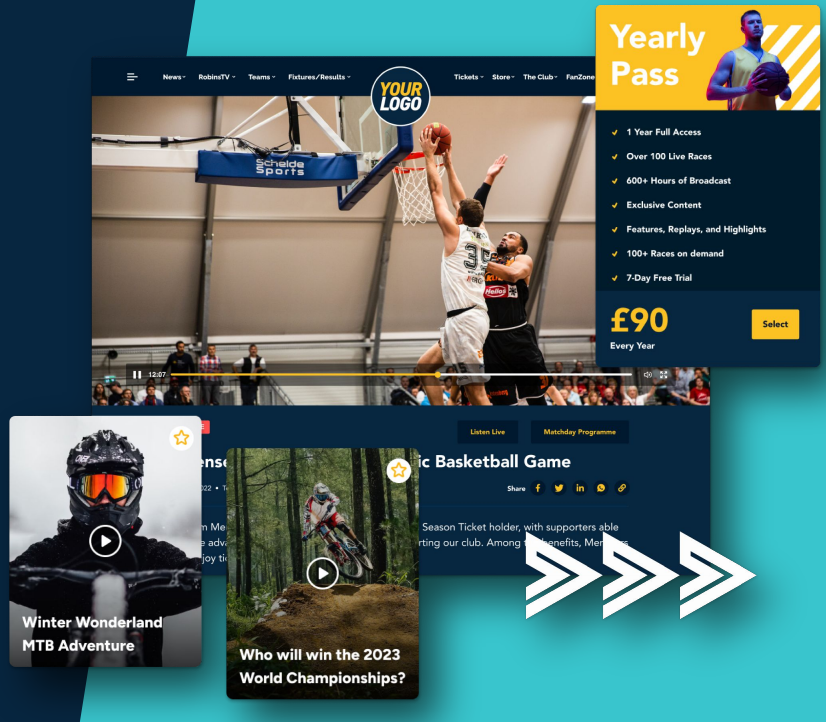
| WEB MODULES

VIDEO OTT

Become a leader in sports video experiences

- Integrate 3rd party or PT's Video OTT web modules/plugins
- Live, scheduled programming capability
- Simple playlist management
- Integrate video products into 3rd party payment gateways/ subscription services
- Dynamic video advertising activation
- Voucher code capability for season-ticket holders

SQUASHTV [SEE SQUASHTV]



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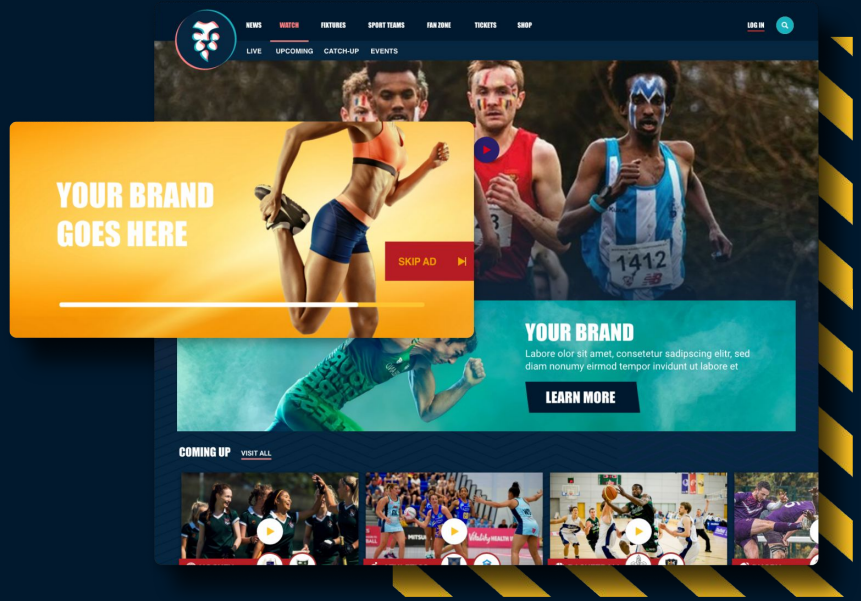

| WEB MODULES

DYNAMIC ADVERTISING

Revenue growth via integrated advertising

- Sponsored news content and competitions
- Pre-roll video advertising
- Display ad slots to enable targeted campaigns

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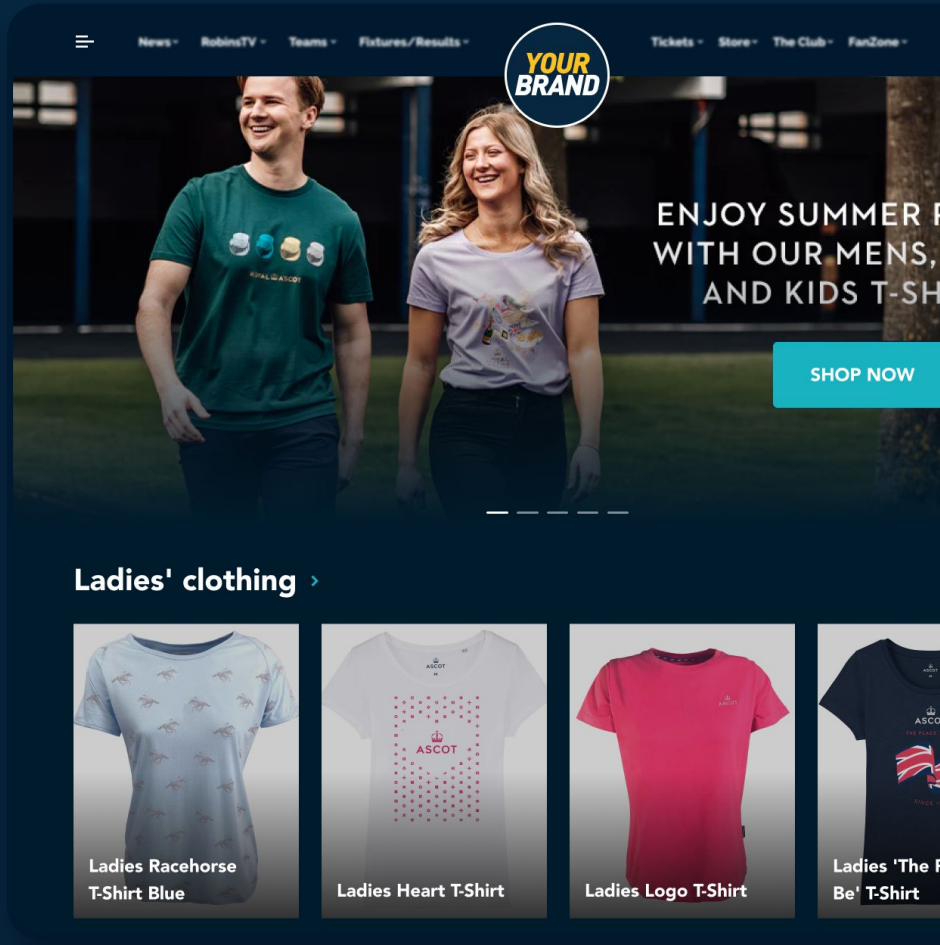
WEB MODULES

RETAIL ENABLEMENT

Feature and promote selected retail products on your main website

- Recommend retail products to users based on their interests and behaviour
- Seamless customer journey through to online retail stores
- Calls-to-action via media and content pieces for simple product placement and transaction capabilities



aws partner network
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stripe

| WEB MODULES

SUBSCRIPTIONS AND PREMIUM MEMBERSHIP

Monetise your media rights more effectively

- Premium paywalled content and membership services
- Integration with leading 3rd party payment and CRM systems
- Fan Profile subscription management facility
- Voucher code capability

SQUASHTV [SEE SQUASHTV]

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| WEB MODULES

EVENTS AND TICKETING

Deliver on business objectives with integrated purchasing journey

- Fully integrated with industry leading ticketing payment services and CRM platforms
- Customisable user purchasing journey

ASHTON GATE

SEE ASHTON GATE

ticketmaster

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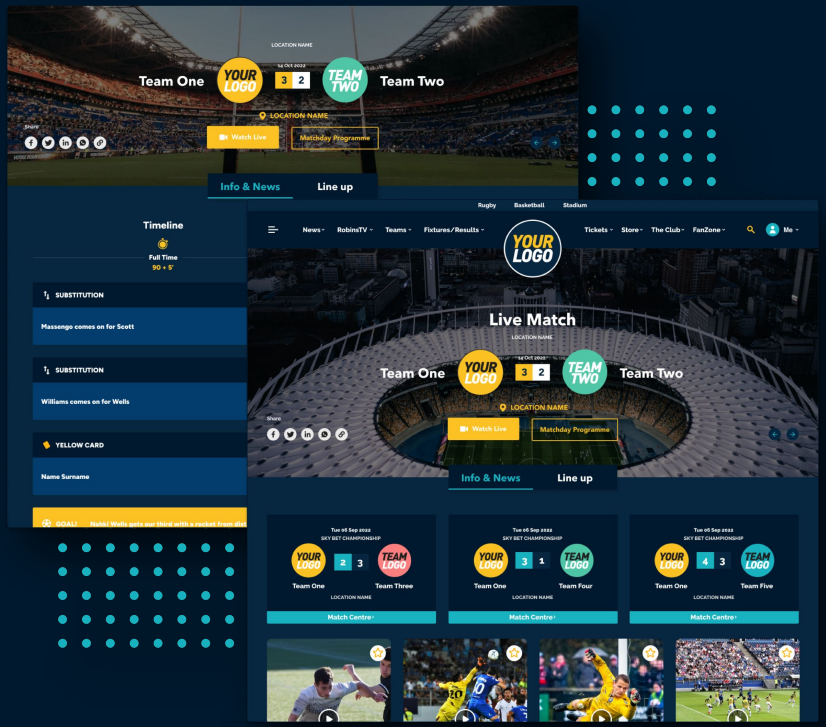

WEB MODULES

MATCH CENTRE

Digital match destination for your fans

- Sponsorship / advertising inventory
- Live stream integration
- Match info and stats
- Match locations
- Buy Stadium ticket or Digital Pass
- Real time match statistics if available
- Media related to race
- Shareable web URL slug *(never changes)*

SEE BRISTOL CITY

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| WEB MODULES

STATISTICS

Tell sporting stories through the numbers

- PT Stats and analytics engine API
  - Latest fixtures, results, standings
  - Real-time match statistics
  - Player profiles
- Custom brand designs for your available stats widgets

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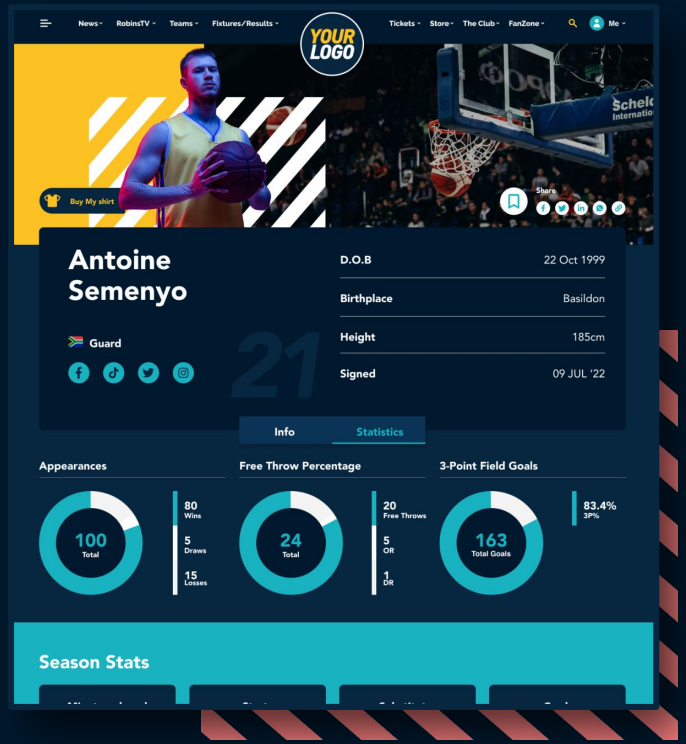

| WEB MODULES

PLAYER PROFILES

Comprehensive player statistics and content that your fans crave

- Player match/career stats API
- Player bio/personal info
- Integrated player social feed
- Dashboard management/configuration capability

SQUASHTV [SEE SQUASHTV]

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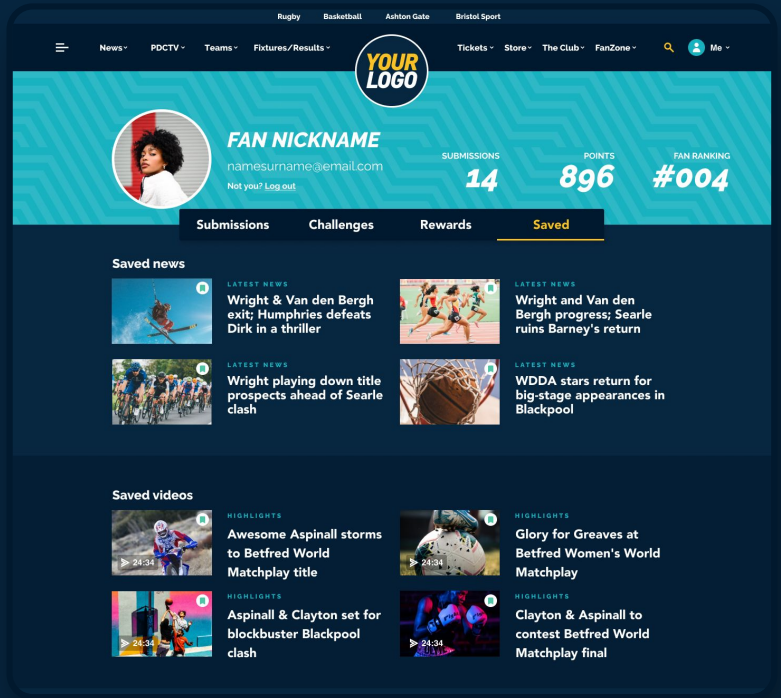
| WEB MODULES

FAN PROFILES

Dedicated home base for your registered fans

- Web profile for registered members/season-ticket holders
- Bookmark favourite content
- Rewards redemption
- Season ticket information
- Manage Fan Challenge submissions



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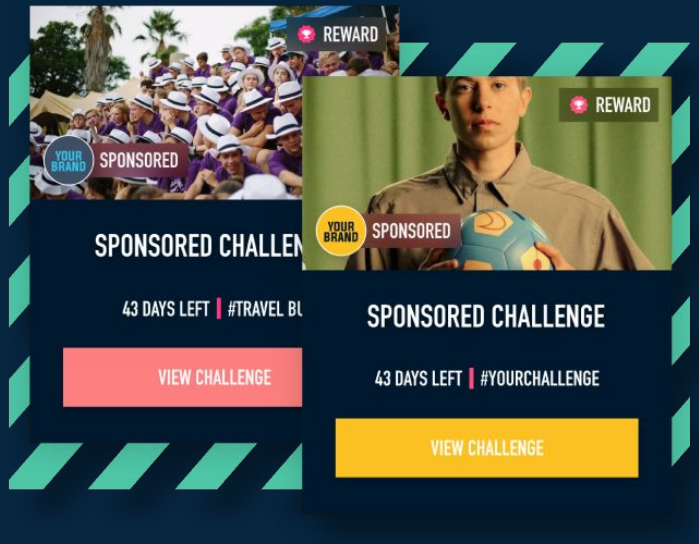

| WEB MODULES

FAN ZONE

Transform your fan community into content contributors

- Create Fan Media Challenges with instructions, supporting media and incentivisation
- Branded content competitions to incentivise and reward engagement
- Create unique marketing/social campaigns with community-generated content
- Categorise incoming media for easy searchability

MLR [SEE MAJOR LEAGUE RUGBY](#)

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| WEB MODULES

SPONSOR PROFILES

Digital sponsor value on your web property

- Dedicated sponsor/partner directory
- Detailed sponsor/exhibitor profile page
- Products & services
- Library of articles referenced
- Member profiles - senior executives

SP [SEE SPORTSPRO MEDIA]

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CLOUD HOSTING WITH AWS

PT SportSuite provides scalable, high performance, affordable cloud hosting - powered by industry-leading AWS Services.

AMAZON WEB SERVICES

We leverage the full power of the AWS stack to ensure high availability, redundancy and limitless processing power

CLOUD MONITORING

End-to-end performance monitoring of your cloud infrastructure. Analyse rich reporting to maintain high availability

DEVOPS

Leave the DevOps to us - let us take care of your your software development, code release management, continuous integration, automation and deployment.

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WHY WE BUILT A WORDPRESS SPORTS THEME

SIMPLICITY
Manage your content with ease. Get online and get publishing without training or a complicated teething process.

USER MANAGEMENT
Allow multiple users to contribute to your website via simple registration and user management eg: Players, Fan, Freelancers, Editors

FLEXIBILITY
PT's WP theme can be configured with a number of widgets, modules and plugins to provide a custom experience

FULL STANDARDS COMPLIANCE
All WordPress-generated code is in full compliance with W3C the main international standards organisation for the web

SEO
PT WordPress Sport Theme is optimised for search engines. For more fine-grained SEO control, there are many SEO plugins

PLUGIN EXTENSIONS
PT have developed numerous WP plugins for likes of User Auth, DAM, Fan Portal, Player Profile, Video OTT, Advertising, Team Profiles, Sponsors Directory, Podcasts etc

FREEDOM
You are free to use WordPress in any way you choose: install it, modify it, distribute it.

COMMUNITY
As the most popular open source CMS on the web, WordPress has a vibrant and supportive community. - which PT contributes back into

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#TEAMTALK?

Lets collaborate to position your brand as a leader in the digital space

CONTACT

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