

# A digital experience for the biggest sport club in the world



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# Agenda



- The Players
- The Architecture
- The new PaaS blocks that we used
- Demos





The Players



# Real Madrid

- 100s of millions of fans over the world
- Only 3% of which are in Spain
- Record breaking:
  - 32 time champion of Spain
  - 10 Champions League championships
  - FIFA Club of the 20th century
  - € 100.000.000+ transfers...



# Real Madrid - Microsoft

- Partnership announced November 18th
- Involves
  - Surface Pro 3
  - Data visualization
  - A fan engagement platform
  - [REDACTED]
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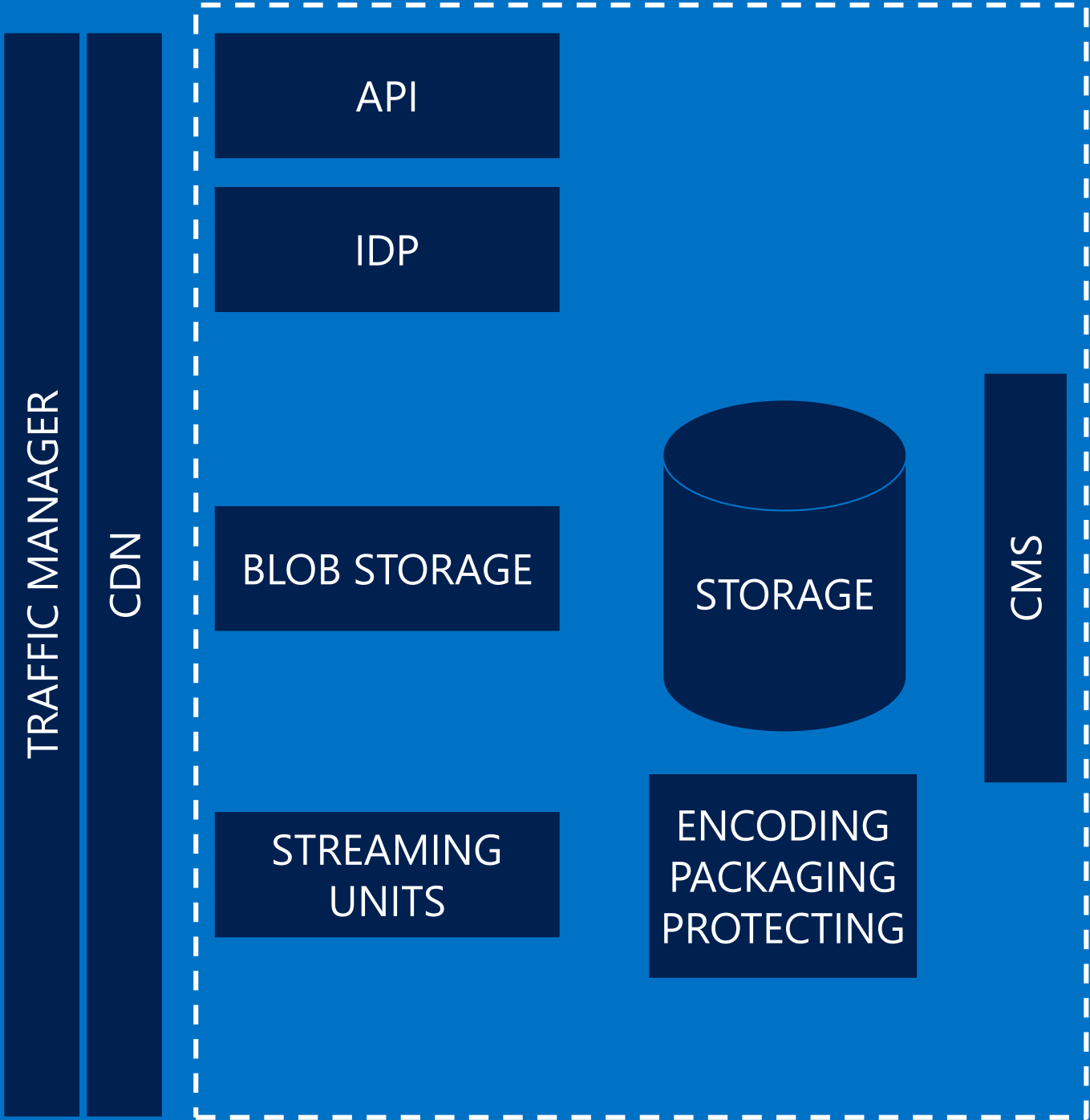
Today: The fan engagement platform



ARCHITECTURE ONLY

WEB  
iOS  
ANDROID  
WIN8/WP8

REAL  
MADRID.COM



CRM  
ONLINE

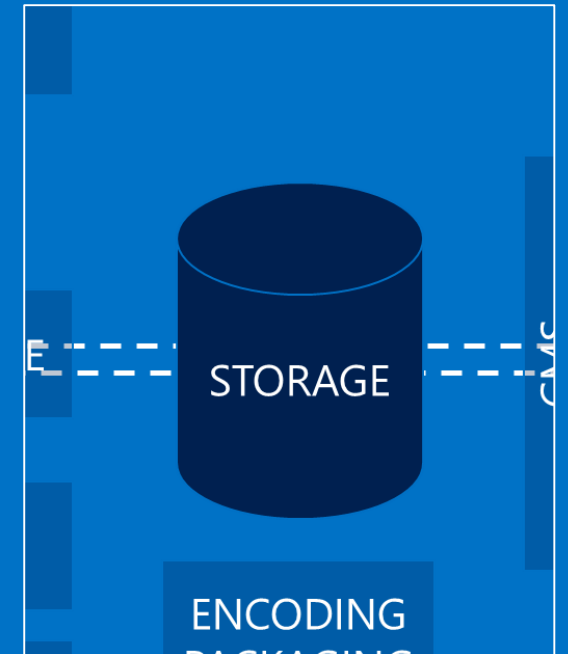
O365

ON PREMISE  
SYSTEMS

# #1: High performance querying

- SQL is great, but...
- Table Storage is great, but...

## Azure Document DB

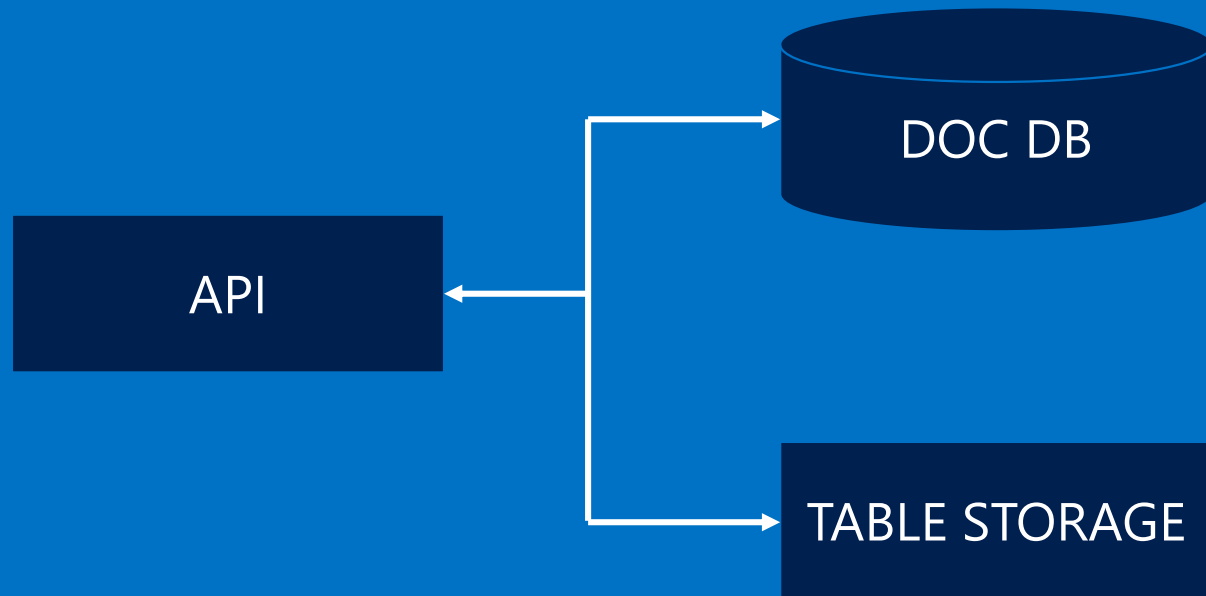




# Azure DocumentDB

- Query over schema-free JSON
- Multi-document transactions
- Tunable, high performance
- Designed cloud first

# Azure Document DB

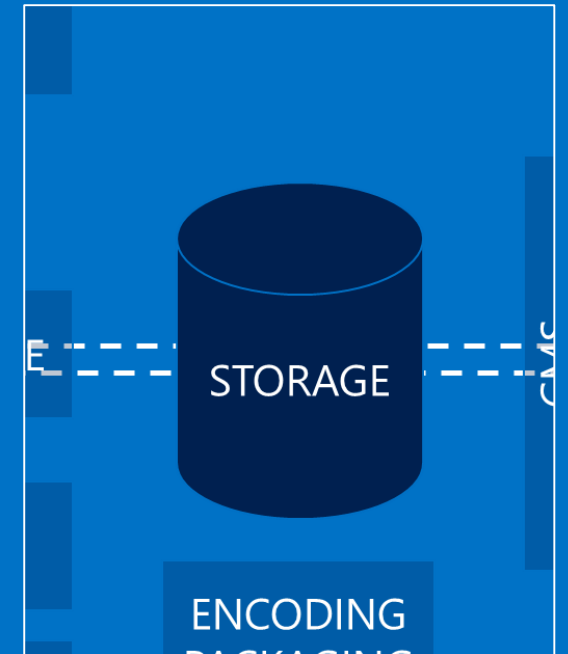




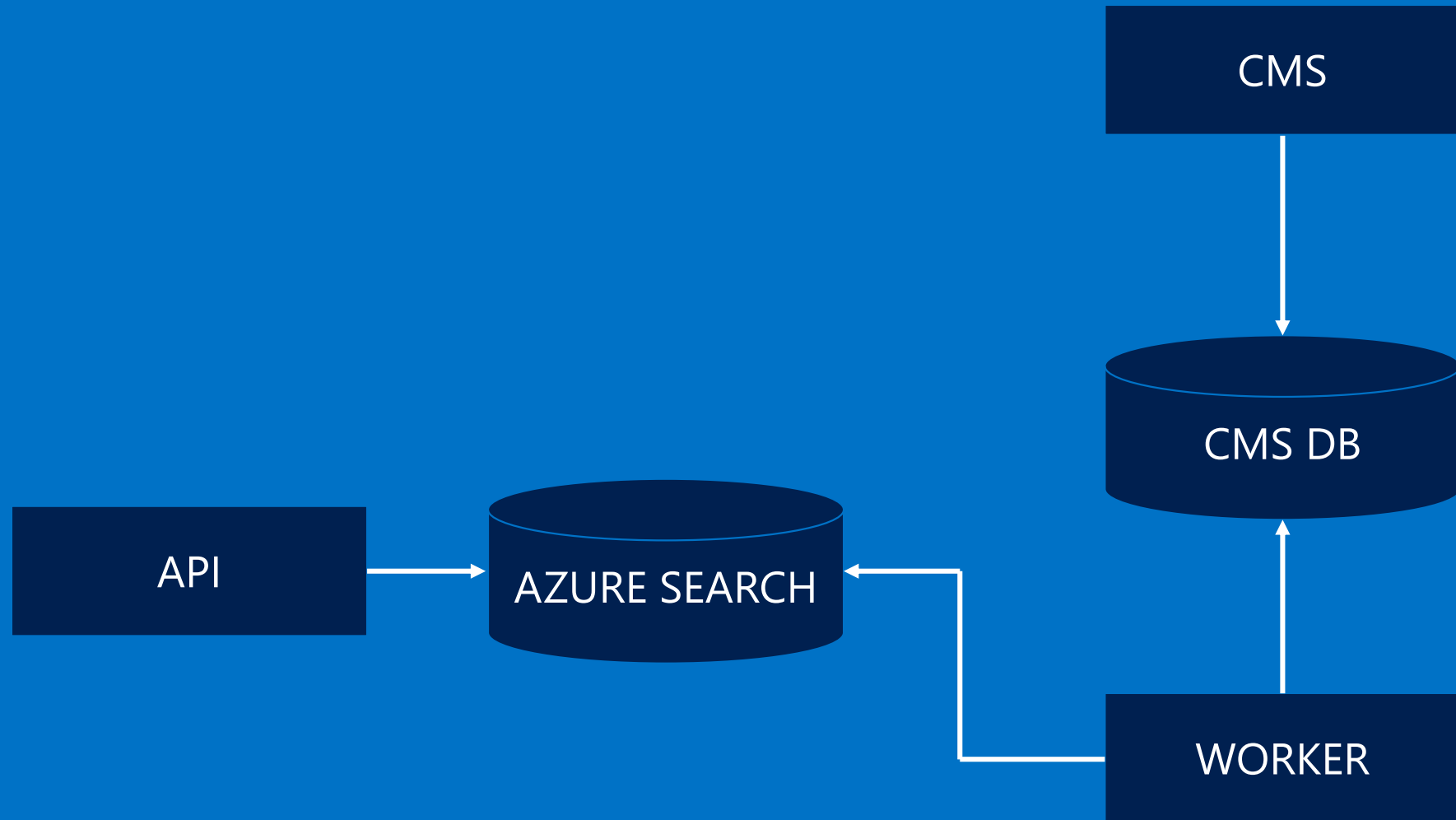
## #2: Searching through lots of meta data

- Content management is mainly relational
- Human searching is complicated, and NOT relational

## Azure Search



# Azure Search

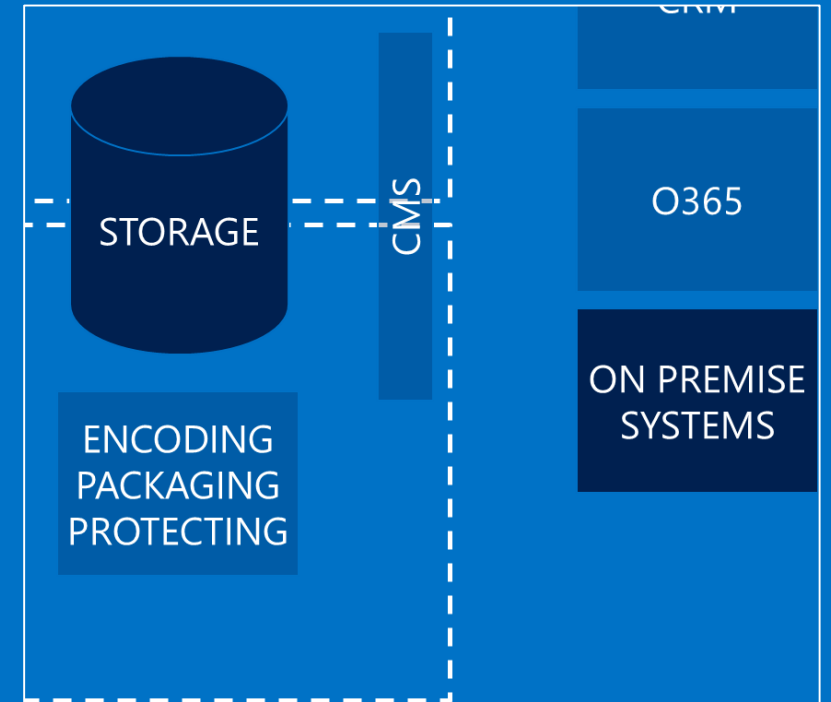




# #3: Data from on prem to Azure

- A lot of data is stored on premise
- Using SSIS would be ideal, but...

## Azure Data Factory

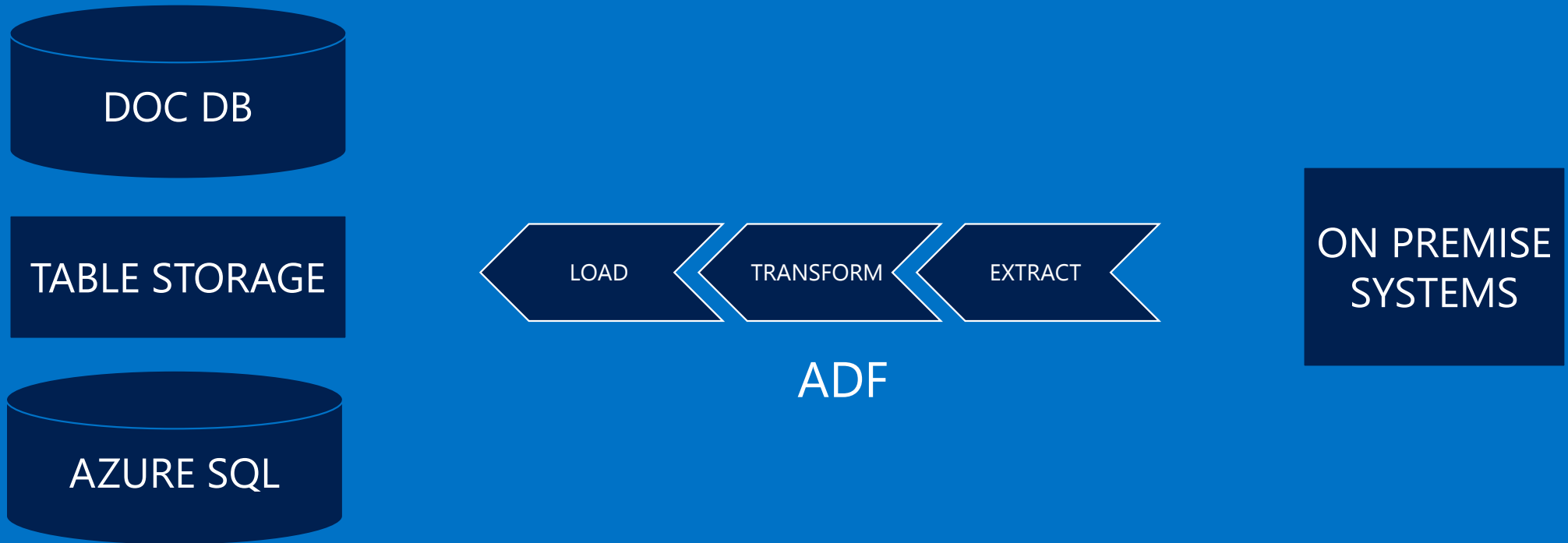


# Azure Data Factory

- Easily work with diverse data storage and processing systems
- Transform data into trusted information
- Monitor data pipelines in one place
- Get rich insights from transformed data



# Azure Data Factory



# #4: Build the players

- It is 1998 again...

## Azure Media Player

WEB  
iOS  
ANDROID  
WIN8/WP8

# Azure Media Player

- Different formats
- Different browsers
- Media Player has a fallback mechanism
  - Based on stream type
  - Based on browser
  - Based on installed add ons

WEB  
iOS  
ANDROID  
WIN8/WP8

# #5: Build a global IDP

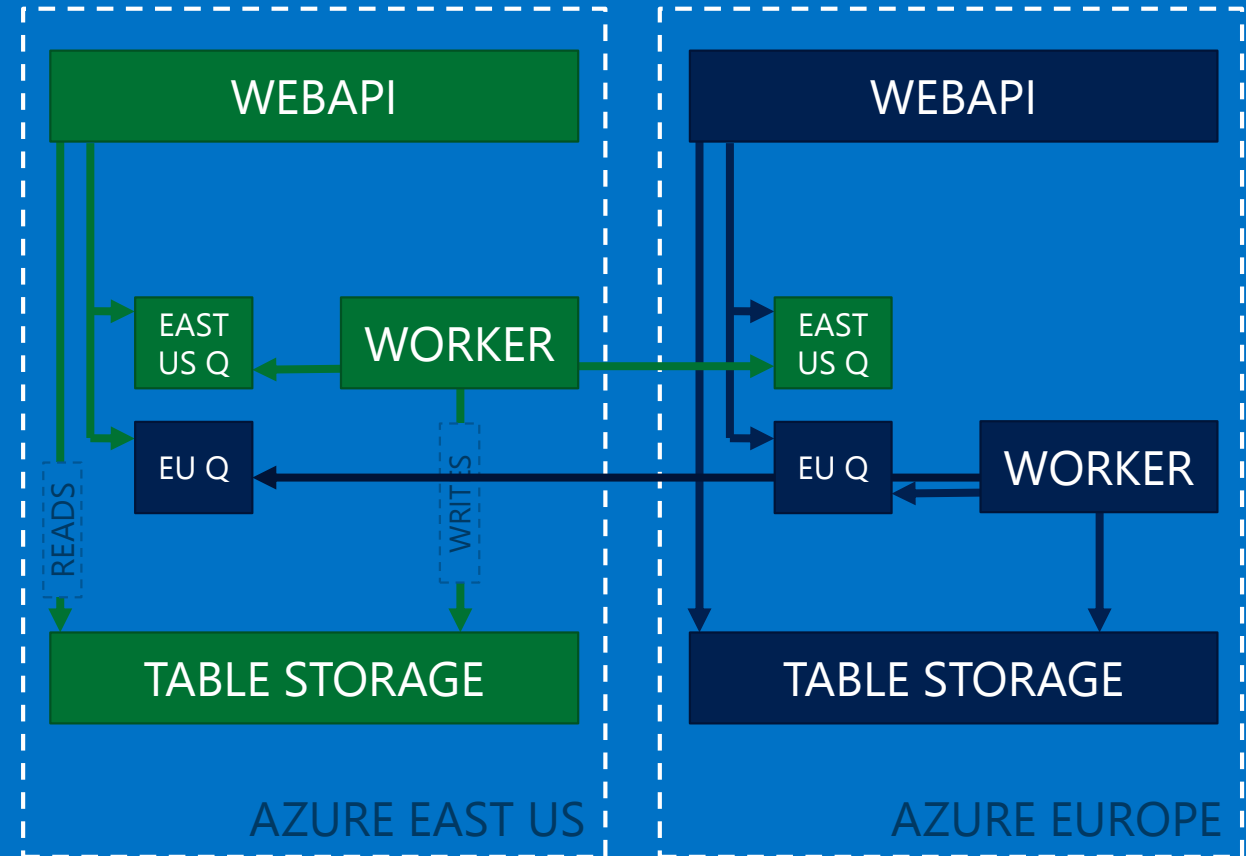
- Scale
- Replication
- Performance
- Security

**TOP SECRET**



# #6: Sync data over Geos

- Depending on the use case:
  - Write once, read many
  - Write many, read many



Main Takeaway

Paas ROCKS!

# Used links

- Azure Data Factory (<http://azure.microsoft.com/nl-nl/services/data-factory/>)
- Azure Search (<http://azure.microsoft.com/nl-nl/services/search/>)
- Azure Media Player ([aka.ms/azuremediaplayer](http://aka.ms/azuremediaplayer))
- Azure Document DB ([azure.microsoft.com/nl-nl/services/documentdb/](http://azure.microsoft.com/nl-nl/services/documentdb/))