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# StellarAlgo grows its leading industry cloud platform with launch of next-generation data warehouse product offering

*Fully managed data warehouse ensures rapid response times and reliability, provides users with unprecedented data transparency and flexibility*

**Calgary, AB** – StellarAlgo is pleased to announce the launch of its new data warehouse. Over the past two years, the company made its data warehouse service options available to select clients – including the NBA's Portland Trail Blazers and the NHL's Florida Panthers – looking for a data warehouse solution that was reliable, highly accessible and flexible, and provided industry-relevant features to make the most of their extensive fan data asset.

StellarAlgo's data warehouse is fully managed, eliminating the need for clients to build expensive and complex infrastructure, or hire specialized data engineering and security personnel. Unlike standard options currently on the market that blindly pull-in data sources, StellarAlgo's data warehouse leverages the company's proprietary integrations with the most used sports and live audience source systems – such as Ticketmaster, Salesforce, Oracle Eloqua, Marketo, and more – to provide a level of data accuracy and reliability previously unseen in the industry. StellarAlgo's integrations framework provides enhanced automation and monitoring, evaluating users' incoming fan data to identify errors, and verify, deduplicate and correct record inconsistencies with a high degree of accuracy, providing users with a single reliable source of truth.

StellarAlgo's extensible environment gives data warehouse customers unprecedented data flexibility, with access to a mirrored copy of their complete dataset. Users can view and append their mirrored data in a quality assurance (QA) environment to test approaches and applications, apply their custom processes, and more, all while safeguarding the integrity of their data asset.

"The days of rigid data environments – where clients don't have ready access to their owned data – are over. The extensibility of our data warehouse is unique to StellarAlgo, giving our partners unparalleled flexibility and control over their data," said Sean Fynn, Chief Technology Officer at StellarAlgo. "Our experienced data engineering team has spent more than five years optimizing our massively scalable integration processes in the sports and live audience industry, and now we're bringing that insight and expertise to the data warehouse space in a way that is truly disruptive."

For partners using the data warehouse in conjunction with StellarAlgo's flagship Customer Data Platform (CDP), the advantages are exponential. While the data

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warehouse makes a property's fan data accessible and reliable for technical users, the CDP consolidates a property's data-driven behavioral insights, making them actionable for all areas of the business – it's the user-friendly interface that enables clients to better understand their fans; to visualize, search, segment, and act on their fan data; to measure the impact of outreach campaigns; and so much more.

"StellarAlgo's CDP is the central hub for all our fan data, making it accessible to the entire organization and enabling our sales, marketing, and business intelligence teams to effectively and efficiently execute on campaigns," said Mike Schumacher, director of business intelligence at the Portland Trail Blazers, in June. "After navigating a number of challenges with our third-party data warehouse, it was the logical next step to migrate this piece of our data infrastructure to StellarAlgo, where the service and support has consistently surpassed our expectations."

Because StellarAlgo's dedicated data engineering team specializes in data infrastructure for the sports and live audience industry, they have the necessary skills to provide the point-to-point integrations with users' disparate data sources, ensuring consistently rapid response times. Seamless integration between StellarAlgo's data warehouse and CDP, paired with the company's customer-centric approach, further ensures relevance, speed, and reliability for all users. For more information, please visit stellaralgo.com/stellaralgo-data-warehouse.

– 30 –

**About StellarAlgo**
Founded in 2016, StellarAlgo is the leading data solutions provider for the sport and live entertainment industry, helping live audience organizations understand and activate the world's most passionate audiences. With the most modern data warehouse offering on the market underpinning its flagship Customer Data Platform (CDP), industry professionals use StellarAlgo's products to connect and engage with fans on a personalized level never before seen in the industry.

Backed by proprietary machine learning technology trained on over 40-billion sports-specific interaction data points across more than 100-million unique fan records, StellarAlgo's industry cloud platform helps industry professionals predict and understand how fans engage with their favorite brands and implement a fan-centric approach that maximizes the lifetime value of their fan universe – it's the reason more than 85 major and minor league sports franchises, entertainment, and live audience organizations put the StellarAlgo platform at the core of their operations. StellarAlgo is headquartered in Calgary, Alberta, Canada, with offices in Toronto, ON and Philadelphia, PA. For more information, please visit stellaralgo.com.