

# Single sign on for 30,000 premium Arsenal fans

Arsenal is one of the most famous football clubs in the world with a passionate group of fans found the world over.

With focus on the pitch, the Arsenal digital team wants to make sure that its most loyal fans were rewarded for their commitment with an engaging online experience.

## The Challenge

- › Arsenal wanted to provide its most dedicated fans with an enhanced online offering that rewarded them for their loyalty to club



## The Specific Problem

Arsenal wanted to improve the user experience for premium members on its website. Fans who purchased an annual membership had to then separately register with and login to Arsenal online membership area.

Arsenal wanted to automate this process and allow any fan purchasing an annual membership package to automatically gain access, through SSO, to Arsenal's exclusive online members' area using the same email address and password combination.



### Industry

Sports

### Challenge

To improve access for loyal fans to Arsenal's online members-only community

### Solution components



10Duke Identity Provider

### Delivery timeframe

14 days

### Coverage

Worldwide

### Key stats

- › improved online experience for fans
- › single view of the customer for Arsenal

### Website

[www.arsenal.com](http://www.arsenal.com)

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<http://www.10duke.com>

## The Solution

Arsenal selected the 10Duke Identity Provider in order to provide SSO between the membership purchasing applications, provided by TicketMaster, and Arsenal's own membership site.

The 10Duke IdP provided a single, master Identity Provider to both the Ticketmaster application and the Arsenal membership application.

When fans purchased new memberships, they created a profile for themselves that was recognised by both applications and enabled them to access both applications seamlessly, without the need to sign in separately to both.

## Implementation Method

10Duke integrated the 10Duke IdP to both the Ticketmaster application and Arsenal's own online members community on behalf of the Arsenal digital team.

## Deployment Model

The 10Duke Identity Provider was provided on SaaS basis from 10Duke's private cloud for Arsenal.

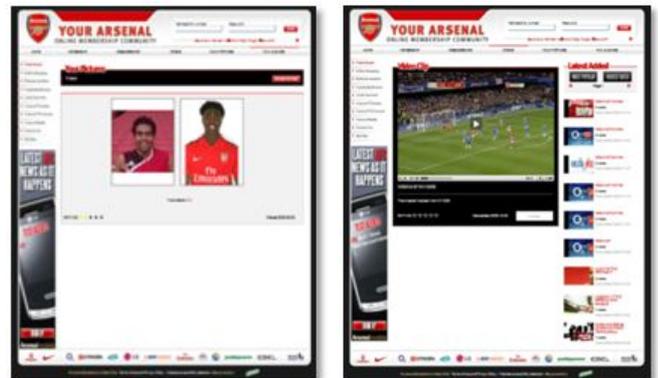
## Result

Arsenal was able to dramatically improve the user experience on its site and among the premium fan base, as its fans were able to simply and quickly access all of the components of Arsenal's online offering using a single email address and password.

- › SSO for 30,000 premium fans
- › One 3rd party API integration
- › A 2 week integration and deployment

“ *It was an easy decision to pick 10Duke to be our partner. Their expertise in SSO and working with major sports organisations combined with their platform enabled them to quickly and cost effectively create a solution for Arsenal FC.* ”

*Richard Glover, General Manager,  
Arsenal Broadband Ltd*



## About 10Duke

10Duke provides a set of composable services, delivered as RESTful APIs, that cover capabilities such as Single Sign-On, federated identity management, content paywalls and metering, identity-based licensing, and cloud-based file management and conversion. 10Duke APIs have been used to create award-winning online applications for customers such as Rovio (Angry Birds), the Association of Tennis Professionals (ATP), the BBC, Trimble, Unilever, Arsenal Football Club, and Maserati.

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