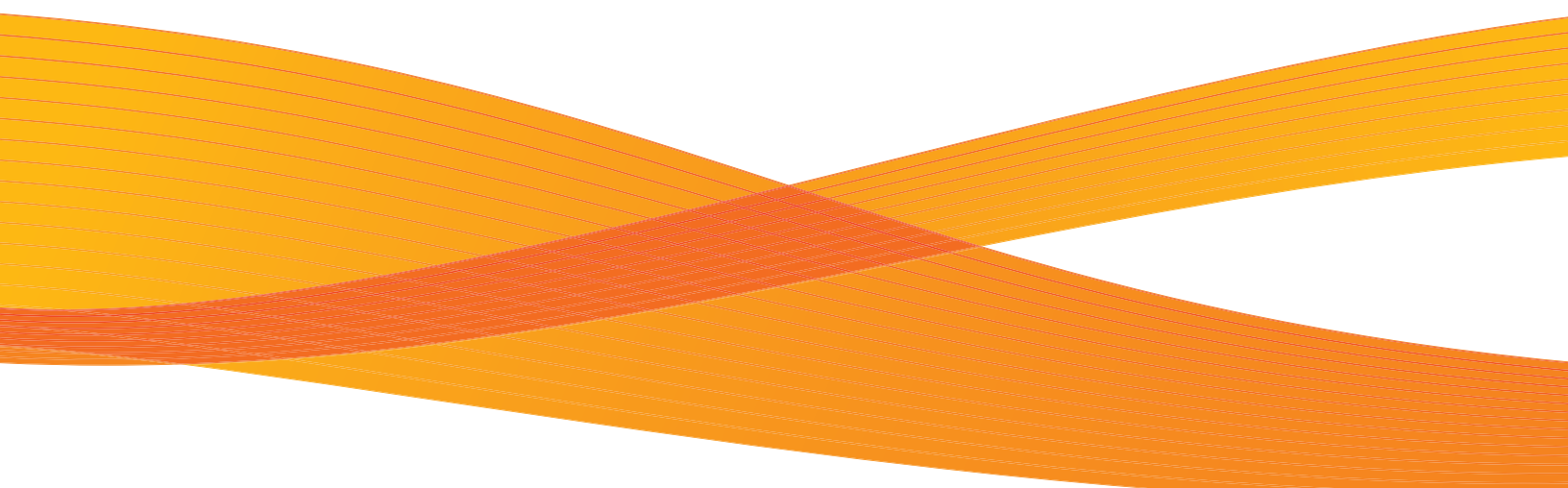


# When the Mets wanted more pop, they signed up a heavy hitter.

We gave the team's communications  
more impact...and made the fans'  
ballpark visits more fun.



# “Xerox works behind the scenes to keep us organized and efficient, so we can focus on baseball and what we do best.”

## Challenge

Providing a world-class sports and entertainment experience. This is the overriding mission of the Major League Baseball franchise that is the New York Mets.

Mets management sought to develop more-efficient processes that would result in more organized data management. By creating communication processes that are more efficient and impactful, management would have more time to focus on the fans' experience at Citi Field.

“It's not without challenges. We're a business like most businesses,” says Dave Howard, Mets Executive VP, Business Operations. “We have many challenges in terms of efficiencies, data information management and communication, both internally and externally.”

Mets management knew it was time to step up to the plate, so the front office signed up a heavy hitter: Xerox.

## The Solution

“We want to make sure our fans have a great entertainment experience when they come to a Mets game,” says Craig Marino, Mets VP, Guest Experience. “We work behind the scenes with Xerox to make sure that important information about our entertainment activities is easy to share.”

Covering all bases, Xerox worked with multiple departments to study the Mets documentation processes and costs associated with printing, sharing and updating everything from fan communications to game notes and restaurant menus.

We provide the Mets with innovative solutions such as:

- **Redesigned game notes.** Enhancing the quality of media communications and streamlining data presentation, while reducing costs.
- **Greener communications.** Scanning and e-mailing the team's “Plan of the Day” to front-office staff, reducing paper and speeding game-day preparation.
- **Enhanced dining.** Providing more-efficient menu/label printing and inventory tracking, to speed delivery of fresh ingredients to ballpark concessions and restaurants.
- **Personalization of Direct Mail:** XMPie technology allows mailer photos to delight fans, showing each recipient's name on a Mets jersey.
- **Document technology and services.** Enabling digital archiving of all documents.

## Result

The Xerox-Mets affiliation is “a very unique relationship,” says Paul Asencio, Mets Senior VP, Corporate Sales and Partnerships. “Xerox is a true business partner of ours. They've really helped us run more efficiently.”



**Sector:** Sports Franchise

**Solution:** Retooling a wide array of fan, media and employee communications

**Client:** New York Mets

**Challenge:** Make internal and external communication more efficient and impactful

**Results:** A home run because now the Mets run more efficiently.

In working with any client, a key objective for Xerox is to free them to focus on their core competencies. As Howard concludes, “Our main goals are to win baseball games and make sure our guests have a great experience. Xerox works behind the scenes to keep us organized and efficient, so we can focus on baseball and what we do best.”

## The Bottom Line

The New York Mets front office needed better efficiencies, stronger data information management, and more-impactful communications to fans, media and employees. We developed a battery

of innovative solutions, ranging from personalized fan mailers to enhanced game notes and restaurant menus. A talented addition to the roster, Xerox helps the Mets run more efficiently.

