

Road to San Francisco

Capgemini and World Rugby redefine the rugby sevens fan experience



Begin the Innovation Journey

• Discover • Devise • Deploy



Setting Goals

- Focus on enhancing the fan experience
- Partner together to apply and sustain innovation



Discover

- Design workshops produce over 50 early stage concepts
- New insights created by data scientists
- World Rugby begins with Applied Innovation Fundamentals at Applied Innovation Exchange



Devise

- Develop proof of concepts and test during live tournaments with fans and stakeholders, who help to design the solutions.
- Scrum 7 – launching program for ideas and innovation

Deploy

- AI-based Match Predictor game, simple and fun for all to play
- Live Match Tracker incorporates Capgemini robot predictions
- Media Stats Hub, creating new insights to the game for media and fans
- New improved graphics on broadcast
- The Expert View, bringing deeper insights into the game for the fans



The journey continues

- Exploring opportunities in VR and AR
- Scrum 7's winner Spalk begins trials of its solutions with World Rugby



WORLD RUGBY™
HSBC
SEVENS SERIES



Capgemini
GLOBAL INNOVATION PARTNER