



Case Study

How the Phoenix Suns are creating game-changing experiences for fans with PayPal

For fans, live sporting events are more than a game. They're an experience. With that in mind, the Phoenix Suns organization started prioritizing ways to use technology and innovation to elevate that experience to a whole new level.

From parking lots to concessions and tickets to t-shirts, the Suns wanted to create a single, seamless ecosystem. One that uncovered new opportunities for the business while keeping fans focused on what matters most: the game.

PayPal had the privilege of talking with Dan Costello, Chief Revenue Officer and Executive Vice President for the Phoenix Suns, about how digitization of cash and frictionless payments are at the heart of the organization's vision of a cashless arena. And how their partnership with PayPal is moving them closer to that goal.

Modernizing payments with PayPal solutions

Dan explained that the driving force behind the Suns' partnership with PayPal has always been to make the fan experience easier and more rewarding. That involved identifying operational opportunities to use PayPal technology to modernize payments virtually everywhere within the building.

A slam-dunk for the Suns is their "grab and go" kiosk offering. Fans can walk into these contactless concession areas, pick up their items, and pay by scanning the PayPal-powered QR code within their Suns wallet.

"That allows fans to come in, grab a water, a soda, a beer, and checkout autonomously," said Dan. "Payments shouldn't have you waiting in line."

Cashless payments with QR codes are being embraced by fans and are also driving operational efficiencies for the Suns. **Compared to standard concession offerings, transaction time is 1.5X faster and the Suns have seen a 38% decrease in spoilage which increases net revenue.**



The Suns have also made it easier for fans to buy tickets. PayPal and Venmo make it simple to split purchases with friends and get served digital tickets. And PayPal Pay In 4* provides a flexible, interest-free payment option that is a huge benefit for both fans and the business.

In total, the Suns have implemented over 15 different PayPal solutions that span every pillar of their business, and more ideas are coming online all the time. Working with the PayPal team, the Suns can test new initiatives, execute them, and measure results within a very short timeframe.

*About Pay in 4: Consumer late fee may apply for missed payments and varies by consumer's state of residency. Loans to California residents are made or arranged pursuant to a California Finance Lenders Law license. PayPal, Inc. is a Georgia Installment Lender Licensee, NMLS #910457.



"Frictionless payment is more of an experience and less of a transaction. You see something and you want something, and it happens without even a thought. A payment shouldn't get in the way of the game."

Dan Costello

Chief Revenue Officer and
Executive Vice President



Measuring the impact

4x

Return on areas where PayPal is integrated.**

15

PayPal solutions deployed in use across the organization.**

1.5x

Faster using QR codes in self-service concession areas.**

**Results are based on Phoenix Suns data from 2021. Results may not be typical and may vary substantially by business.

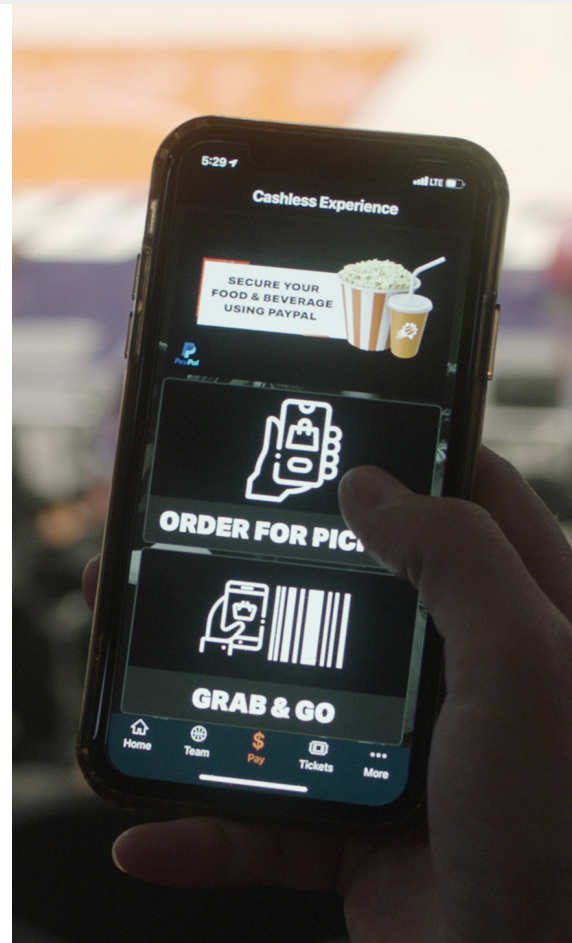
One partnership. Endless possibilities.

Dan explained that having the right partners to reach fans where they are is paramount, and that all started with having the right payments partner. **“We’re uncovering new revenue opportunities nearly every day.” This has led to significant growth, including a massive increase in merchandise and ticket sales for both the Suns and products for other events.**

However, the partnership with PayPal goes much further than that.

“The partners that we have in place in our innovation wheel are pushing the limit,” said Dan. PayPal is invested in the success of both the Suns and their partners, and Dan sees that every day with the relationships the team has in the arena. Having the right mix of partners in their ecosystem—powered by PayPal—is making the fan experience easier. And it’s the driving force behind the vision of creating a truly cashless arena.

“When I think about the impact of partnership, literally touching every breath of your business, I think about PayPal. Having that partner in your starting lineup...it doesn’t get any better than that.”





“PayPal is at the center of our universe when it comes to innovation. Frictionless payments for us represents more than a transaction. It represents opportunity.”

Dan Costello

Chief Revenue Officer and Executive Vice President

