Conceived by the team’s chairman, Jean-Michel Aulas, the Parc Olympique Lyonnais stadium represents a new generation of fully-connected stadiums. On match days, Fans can access exclusive images and food services, using a mobile phone app. For companies, the stadium is positioned as a place of business by proposing B2B services. The project was designed with Microsoft technologies.

The Parc Olympique Lyonnais stadium is a cutting-edge venue that meets the needs of today’s fans, avid users of smartphone services.

Using an app called Parc OL, they can access a wide-ranging set of different services on match days: highlights, behind-the-scenes footage and statistics on players, as well as having a way to order snack bar products from their seats. Over time, Multi OS will help it grow packed with new features that enrich the fans’ experience both inside and outside of the stadium. Created and developed by Microsoft France and its regional partner Exakis, the app is hosted on the Azure platform, to manage an average of 28,000 connections per match.

“Our status as a large European team has allowed us to get an up-close view of how the world’s finest stadiums were developed. All of the major teams now provide venues which offer a great number of services to fans, and to companies, as well. The Parc OL stadium is fully connected, but it is also a structure open to economic role-players in the region of Lyon,” explains Jean-Michel Aulas.

To those companies that wish to build their customer relations, the Parc Olympique Lyonnais proposes various services backed by the innovative technologies put in place. Businesses can also organize events or gain access to box seats that have been turned into offices.

Jean-Michel Aulas, the team’s president, chose Microsoft France and its partner Exakis to create the Parc OL app, which offers a wide range of services to fans. The stadium also proposes to companies that they use its technological innovations to build their customer relations and transform the venue into a true workplace.

Olympique Lyonnais, through this digital transformation, offers now to its fans and customers a large variety of services:

- Discontinued use of physical entrance tickets
- Placing orders to food services from the grandstands, using the OL Store
- Access to images from the match: behind-the-scenes footage, highlights and goals
- Ability to manage fluctuations in data volumes: 25,000 connections per match

“Microsoft provides us with its strength as a worldwide technology leader and its operational responsiveness, thanks to its regional partner Exakis.”

Jean-Michel Aulas, OL Chairman