It’s ‘game on’ for one of the world’s first smart stadiums of the future

Amsterdam ArenA

Amsterdam ArenA needed a special team to create one of the world’s first ‘smart’ stadia of the future and KPMG produced the winning proposal.

A data-driven ecosystem now guides fans from home to their seats via smartphone, while monitoring everything from the playing field’s grass health to beer consumption during events. Amsterdam’s ambitious initiative is a winner.

We deliver the results that matter