



Overview

RUNMYBOT®, a product by actionfi, provides a seamless integration layer that connects retail POS systems used by NBA teams with backend ERP platforms like **Oracle NetSuite** through real time API orchestration.

Built for high velocity, game day environments, **RUNMYBOT®** enables instant synchronization of transactions across merchandise stores, concessions, and digital channels ensuring operational efficiency and financial accuracy at scale.



Client Success (NBA Teams & Arena Operations)

RUNMYBOT® has been deployed as a critical data integration backbone for multiple teams within the **National Basketball Association**, supporting operations across large arenas and live game events.

The platform connects hundreds of POS terminals including kiosks, mobile vendors, and concession systems with NetSuite, processing thousands of transactions per second during peak game time.

This high performance capability ensures uninterrupted operations during sell out games, playoffs, and high demand promotional events.



Customer Satisfaction & Growth

The success of **RUNMYBOT®** in NBA environments has led to increased adoption, with teams expanding integrations across additional revenue streams such as merchandise, concessions, and fan engagement systems.

actionfi provides onsite engineering support during live games ensuring real time monitoring, rapid issue resolution, and uninterrupted transaction flows.

The continued partnership reflects strong client confidence in **RUNMYBOT®**'s ability to deliver scalable, reliable, and high performance integrations.

Localized Data Handling

Ensuring Compliance and Security

To meet strict data governance and compliance requirements set by NBA teams and arena operators, actionfi deploys dedicated **RUNMYBOT®**. This ensures that all transaction data including sales, inventory, and customer information remains within the client's infrastructure, delivering enhanced security, compliance, and full control over data flows.

Diverse ERP Integrations

- ➡ **RUNMYBOT®** supports integration with 30+ ERP systems, including enterprise platforms such as SAP, Oracle, and Microsoft Dynamics, alongside niche and custom systems used by sports franchises.
- ➡ For NBA teams, this enables seamless synchronization between POS systems and backend finance, inventory, and customer management platforms.
- ➡ The flexibility of **RUNMYBOT®** allows actionfi to go beyond plug and play integrations by enabling custom workflows such as:
 - Real time invoice creation for merchandise and concessions
 - Refund and exchange automation
 - Inventory adjustments and spoilage tracking
 - Customer and catalog synchronization
 - Failed transaction recovery for invoices and refunds

Outcome

NBA teams benefit from real time financial visibility, accurate inventory tracking, and frictionless fan transactions even under peak game day pressure.

RUNMYBOT® enables teams to eliminate manual reconciliation, reduce errors, and scale operations effortlessly, making it a critical component of modern sports retail and financial ecosystems.

