



CASE STUDY CLOSER TO THE DATA: THE FLORIDA PANTHERS' STORY

Control, speed, and flexibility were essential. Now the Florida Panthers can turn data into outcomes faster, with scale, security, and complexity handled behind the scenes.



The Shift:

As the Florida Panthers expanded their ambitions around AI, personalization, and fan-facing products, they wanted their internal teams closer to the data driving their biggest business decisions. They moved to a setup where their on-staff data engineers could work directly with the data, building, querying, and extending it themselves, while Two Circles continued to handle the infrastructure, security, and some of the integrations underneath. The team now ships data products at their own pace across ticketing, sponsorship, marketing, and fan experience.

29

data integrations managed internally by the Panthers' team

3X

more Panthers staff working directly with data

16

AI agents in production, including Whiskers, the Panthers' assistant

Get in touch to explore what the right data ecosystem could do for your business.



"We wanted the keys to the car. We wanted to drive the car, we wanted to fix the car, but we needed insurance on the car. And we can't self-insure."
— Michael Kesaris, SVP, Commercial Strategy & Insight, Florida Panthers

Why They Made the Move

With on-staff data engineers and a growing roadmap, three things mattered most:

- **Visibility into the infrastructure.** Access to memory and CPU utilization, schema design, and the underlying environment.
- **Security and compliance handled for them.** Two Circles owns the security and compliance posture, including a recurring data audit conducted with the Panthers each quarter before expanding internal access.
- **Architecture and warehousing expertise on tap.** Direct access to Two Circles' development and architecture teams as new use cases come online.

The Panthers operate inside their own dedicated AWS environment, set up under the Two Circles tenant. Their team works in it directly including their schemas, their integrations, their work product, while Two Circles handles the IAM, security posture, and infrastructure standards underneath.

What This Looks Like in Practice

With direct access in place, the Panthers' team has built and shipped a steady stream of data products:



An internal insights platform. Panthers Insights, an internal web application built in-house, gives staff across departments live, self-serve access to dashboards, queries, and tools they can build on themselves.



An internal AI assistant. "Whiskers," an internal AI agent built by the Panthers' team, lets staff query the warehouse in plain language and get answers in seconds.

3

A unified view of the fan. A single connected dataset spans ticketing, marketing, sponsorship, and in-venue behavior, the foundation for personalization, lifetime value modeling, and lead scoring.

4

Data powering fan-facing products. The same warehouse supports the Panthers' mobile app, loyalty program, and targeted offers, with real-time in-arena personalization on the roadmap.

5

A platform built to scale. More than 24 AWS services are deployed alongside the warehouse, supporting everything from data pipelines to front-end deployment to AI workloads.

Why It Matters:

There is no single best data model. Two Circles offers a model to meet you where you are: your data, your decisions, and how your team works with both. For some clients, a fully managed model is the right fit. For others, a self-owned environment is. The Panthers landed in between, with the access their engineers needed, and the support to scale safely as they grow.

The point isn't progression. It's alignment. Creating the right foundation removes friction so teams can move faster, experiment freely, and stay focused on what matters most: growing their audience and turning data into revenue-driving outcomes.

Ready to talk about what your data ecosystem could do? Tell us what you're trying to build, and we'll help you figure out the right setup to get there.



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