

Fanatics + Summation Case Study

October 2025

Fanatics + Summation

Unlocking over \$10M in hidden value by transforming strategic finance workflows with AI.

About Fanatics

Fanatics is the global leader in licensed sports merchandise and digital fan experiences, serving more than 80 million customers across the NBA, NFL, MLB, NHL, NCAA, international soccer, WWE, and more. With rapid growth across leagues and verticals, Fanatics needed finance and operations to move with greater clarity and speed.

At a Glance

- Over \$10 million in new growth and savings opportunities uncovered with AI operating at 100× the scale of human analysis
- Up to 20× faster insights for executives compared to legacy workflows, reducing reporting delivery from weeks to hours
- Management reviews transformed with new depth, breadth, and applicability beyond traditional QBRs

"Summation plays a valuable role in how we run Fanatics Commerce. Analyses that once took weeks now happen instantly. Even better, AI is helping us get to questions we couldn't easily answer before—doing so in a way our teams can trust—so we can move faster and make smarter decisions."

— Andrew Low Ah Kee, CEO, Fanatics Commerce

The Challenge

In 2024, Fanatics Commerce launched a new management framework to support growth and expanding partnerships. Leadership needed sharper visibility into profitability and performance, but stitching data across ERPs, EPMs, and warehouses created bottlenecks.

After months of cross-functional effort, only a partial company-wide report was available. Executives had urgent questions on margins and growth drivers, but finance teams were stuck in manual reconciliations—able to go deep on one or two targeted investigations but leaving the vast majority of other questions unanswered. Entire categories of opportunity, hidden in billions of data intersections, remained invisible.

The Solution

Model What Matters

Summation partnered with Fanatics to model the financial and operational drivers that matter most to growth. By unifying data across ERP (Oracle, Microsoft Dynamics 365), EPM (Anaplan, Oracle EPBCS/FCCS), and warehouses (Snowflake, Redshift), Summation created a governed foundation that leadership could trust. Within weeks, performance reports that once took months were rebuilt—now aligned directly to Fanatics' strategic priorities.

Calculation Engine

At the core is Summation's **calculation engine**, built for the AI era. Unlike traditional data stacks tuned for human analysts, Summation's engine sustains 100× more—the scale required for AI agents to run continuous exploration without breaking cost or performance.

Deep Dive

Deep Dive transformed QBRs by expanding what management could even ask. Instead of one or two targeted analyses, executives received decision-grade reports covering thousands of reconciled queries in hours, not weeks. Deep Dive validated every figure in real time—at a breadth and depth no human team could achieve—so leaders stopped debating whether numbers were correct and started debating what to do about them. The result: QBRs became sharper, more expansive, and applicable well beyond quarterly reviews. Today, opportunities across pricing, fulfillment, and marketing—worth well into eight figures—are being surfaced.

Verified Tasks

Fanatics also adopted **Verified Tasks** to make KPI monitoring fast, defensible, and repeatable. Each task runs dozens of system-level checks automatically, producing outputs finance teams can trust instantly. Additional workflows, such as variance analysis, are being rolled out to extend this capability further.

The Impact

Summation amplified Finance's role by removing manual bottlenecks and giving executives a fingertip pulse on the business. Management reviews became sharper and more expansive. Ultimately, Fanatics surfaced over \$10 million in upside across growth and cost savings—with additional gains continuing to be identified.

"Summation's Deep Dive is like having entire teams of analysts working for us around the clock. AI explores every corner of the business, surfacing insights no human team could find at this scale, with the accuracy we need to make real decisions."

— Gregg Thorpe, VP Finance, Fanatics

Summation didn't just speed up reporting. It changed how Fanatics makes decisions.

Systems Integrated

ERP: Oracle ERP, Microsoft Dynamics 365

EPM: Anaplan, Oracle EPBCS, Oracle FCCS

Data warehouse: Snowflake, Redshift

About Summation

For enterprise leaders facing critical decisions, Summation is the Decision-Grade AI Platform that delivers verified analysis at AI scale. With its proprietary Calculation Engine, Verified Tasks, and Deep Dive agents, Summation surfaces hidden drivers of performance and provides executives with real-time, audit-ready clarity to act with confidence. Backed by Benchmark and Kleiner Perkins, Summation is headquartered in Bellevue, WA.

Real Insights, Real Results

Summation equips leaders to see clearly, decide confidently, and capture growth opportunities hidden in their data.