

PRESS RELEASE
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Olympique de Marseille selects bfan to evolve its mobile application



A new building block in the club's digital architecture

Olympique de Marseille takes a new step in building its digital infrastructure with the deployment of the official mobile application powered by **bfan**. This integration marks the culmination of a comprehensive partnership between the club and **fanxp**, already in place with the **dtc** (ticketing back office), **nextxp** (sales front office), and **extent** (payment and financial flow management) solutions.

This new multi-year contract replaces the OM's previous application, with the objective of offering a more complete, more flexible mobile platform, fully aligned with the club's exacting standards.

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A technological foundation for a unified experience

Designed to meet a dual ambition, service-oriented and editorial, the bfan solution offers a two-headed approach: it brings together within a single environment the essential match day features and media content for all of the club's audiences.

By centralising supporters' various uses within a single application, **bfan** enables **OM** to unify its digital approach and to envisage far more targeted activation, personalisation and loyalty scenarios.

The app integrates in particular:

- an **advanced wallet** for ticket and subscription management
- **Single Sign-On (SSO)** for seamless authentication
- advanced segmentation and content **personalisation** features
- the integration of personalised, cross-platform push notifications

Designed to accommodate future developments, the application will serve as a lever to optimise communication operations, enrich the services offered to fans, and support the club's business objectives.

A club of stature, a project of ambition

As an embodiment of the history, passion and standards of French football, Olympique de Marseille will benefit from an evolving application environment with our solution, tailored to its long-term ambitions.

The choice of **bfan** as the mobile application forms part of a broader digital transformation strategy led by the club, in line with the **fanxp** solutions already deployed. This signing marks a key milestone in completing **OM's** digital ecosystem, whilst opening the way to future innovations.

Benjamin Prato, CTO of OM:

*"Our mobile application is a strategic asset, it is through it that an ever-growing share of our interactions with supporters and partners takes place. Following the deployment of **dtc**, **nextxp** and **extent**, the choice of **bfan** is part of a coherent logic: having a unified ecosystem, operated by a partner who already understands our challenges, allows us to accelerate on experience personalisation and to better activate our B2C and B2B audiences. It is this integrated approach, more than the sum of the tools, that underpins our ambitions and enables us to structure our digital transformation."*

Dang Tran, Founder and CEO of fanxp:

"Supporting OM in this new phase of digitalisation is a defining milestone and a genuine source of pride. With bfan, we are laying the foundations of a two-headed application, conceived as a unified system articulating content and services within a single interface. The club's requirements enrich existing use cases and feed into our innovation cycles. This collaboration marks the preamble to an increasingly powerful app, prepared to efficiently integrate building blocks such as a proprietary wallet or new engagement modules."

About fanxp

fanxp deploys an integrated ecosystem of digital solutions for sport and entertainment.

Our solutions include:

- **dtc:** Robust back-office software for advanced ticketing management
- **nextxp:** Multi-product front office aimed at enhancing the customer experience
- **extent:** Payment system and financial tracking for unwavering reliability
- **bfan:** Mobile application designed to maximise fan engagement and loyalty
- **ibxp:** Cancellation insurance integrated into ticketing
- **dataxp:** Data management, structuring, and exploitation
- **cloudxp:** Cloud hosting and secure infrastructure
- **iXpole:** Comprehensive management of VIP experiences and hospitality
- **Alyx:** Predictive optimisation of ticketing revenue

Beyond our products, our mission is to provide comprehensive support, tailored to the unique needs of each client.

PRESS CONTACT

market@fan-xp.com