



CASE STUDY

The AFL

The Australian Football League (AFL) partnered with Intragen to transform its digital fan experience, redefining how supporters access and engage with its growing ecosystem of platforms. By enhancing its existing identity infrastructure with IntraSuite's Chameleon solution, the AFL delivered a seamless, scalable, and brand-aligned login experience in just 12 weeks - driving rapid adoption and setting a new benchmark for fan engagement.



12

AFL iD solution
delivered in just 12
weeks



20

The service has been
expanded to 20
digital platforms



700K

700k self-verified
fans signed up over
an 18-month period

COMPANY BACKGROUND

The Australian Football League (AFL), consisting of 18 teams, is **the leading professional organisation for Australian rules football**, operating within the sports and entertainment industry. Headquartered in Melbourne, Victoria, the AFL manages elite men's and women's competitions, oversees commercial operations, and drives community engagement across Australia.

With a strong focus on growth, innovation, and user experience, the AFL has established itself as **a major player in the national sports market and a benchmark for sports administration and commercial strategy**.

"The AFL set out to simplify and unify the login and sign-up journey across all its diverse digital touchpoints."

THE CHALLENGE

The AFL had been using Okta's Customer Identity (OCI) solution for several years. While functional, the solution was not optimised for a first-class user experience - **the customer journey felt disjointed**. This was largely due to the constraints OCI has over its user interface and therefore the user journeys the solution provides out-of-the-box.

To address this challenge, the AFL set out to simplify and unify the login and sign-up journey across all its diverse digital touchpoints. **The objective was to deliver a seamless user experience**, supported by a purpose-built profile management portal tailored to its fans' needs.

"User journeys were designed to be straightforward for both fans and the AFL's internal teams, reducing friction while adding value such as an auto scaling capability to meet previously unknown demands."

THE SOLUTION

Working together, the AFL and Intragen determined that enhancing the existing Okta platform with Intragen's IntraSuite Chameleon product would provide the most effective solution. **Chameleon achieves this by removing all constraints over the look and feel of all user journeys and aligning these with an organisation's wider digital presence.** This approach eliminated any jarring or off-brand stages within the login and sign-up user experience, shifting the system's focus towards customer identity and ensuring a smoother, more intuitive experience.

The upgraded user journeys were designed to be straightforward for both fans and the AFL's internal teams, **reducing friction while adding value such as an auto scaling capability to meet previously unknown demands.** Implemented rapidly within three months, this major upgrade also introduced a raft of new security features.

Once implemented, Intragen supported the AFL with deployment and rollout of the Chameleon solution.



"Alongside major improvements to the sign-in and sign-up process, the Chameleon solution provided a brand-new profile management capability."

THE OUTCOME

Within 18 months, more than **700,000 self-verified fans adopted the new login system**, benefitting from one simplified access point to over 10 applications across multiple AFL brands.

Alongside major improvements to the sign-in and sign-up process, the Chameleon solution provided a brand-new profile management capability. Collectively this digital transformation has enhanced the AFL's fan engagement, increased participation, driven fan-based revenue growth, and accelerated the rollout of new digital products and services to over 20 platforms with over 1.2 million AFL iD users in 2025.

THE FUTURE

Following a successful review of the Chameleon product and its positive impact on fan user experience, the AFL and Intragen have extended their partnership.

Looking forward, **the AFL plans to expand the solution across additional brands and applications**, while introducing a new Progressive Profiling system - supported by Intragen - throughout 2026, further enhancing the fan user experience across the AFL ecosystem.

