Competition Management

LaLiga TECH

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Value Proposition

Key points

- Sports specialized
- Niche products
- High value
- Short implementation time

Features

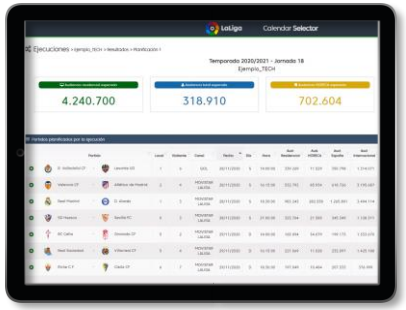
- Centralized Information Ecosystem
- Document digitalization
- On any device
- From anywhere in the world
- Process automation
- Single entry point
- Engagement
- Data analysis

Matchday Manager

It combines two applications to collect and share all the information related to the match

Kit Selector

It is a workflow tool which allows users to select, check and approve the kits for the match in an agile, efficient and error-free way



Calendar Selector

It helps competitions to select the optimal kick off times for its fixtures

Referee Hub

A complete suite to select the proper referee for each match and digitize all the processes related to the refereeing

Academy Management

A solution to manage effectively your academy: players, trainings, schedule, progress, expenses, etc.

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Match Day Manager

Description

It is a tool for the integrated management of competition matches.

The tool has several environments that provide value to various stakeholders:

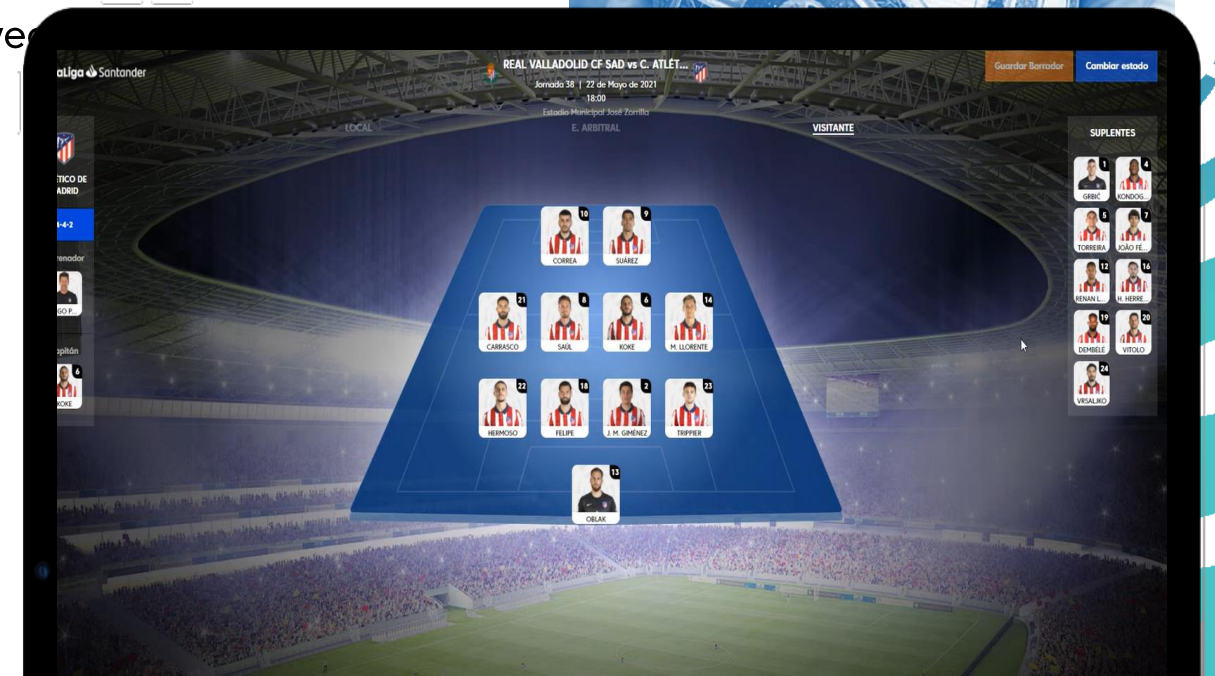
Competition organizer

Sports mgmt.

Broadcasters & Media

Referees

- Digitizes and improves alignment designation processes
- Creates common processes between the parties involve
- Improves the standard of match broadcasts
- Provides information to Broadcasters
- Designates the refereeing team for the match



Features

- Document digitization
- Web & App responsive
- Process automation
- Anywhere anytime

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Kit Selector

Description

A workflow tool that allows you to select, check and approve match kits in a streamlined, efficient and error-free manner

Key points

- Product designed by and for sports organisations
- Cutting-edge and innovative technology
- High value and business impact
- Short implantation period - 7 weeks

Features

- Document digitization
- Any device
- Single point of entry
- Process automation
- Anywhere worldwide
- Data anlysis

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Kit Selector

Features

Kit Designation
Portal for selection of team kits, referee and match balls

Historic
Consultation of the kits used in past matches

Kit Management
Portal for uploading and approval of team kits

Statistics
Statistical analysis of equipment used for consultation and/or downloading

Consultation
Portal where we can find updated information on all the equipment managed by the competition.

Administration
User control: access, enabling permissions and assigning roles within the platform

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Referee Selector

Description

It is a workflow tool that allows the selection of match officials in a transparent, agile and efficient way.

Key points

- Product designed by and for sports organisations
- Cutting-edge and innovative technology
- High value and business impact
- Short implantation period - 7 weeks

Features

- Document digitization
- Any device
- Single point of entry
- Process automation
- Anywhere worldwide
- Data anlysis

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Referee Selector

Features

Designation

Portal to assign referees to upcoming matches.

The system classifies referees in 3 categories based on the selection rules of the competition

Reports

Consult and download all the information about the referees and the matches refereed.

Data Mgmt.

Portal for modification of the data and conditions of the members in case of:

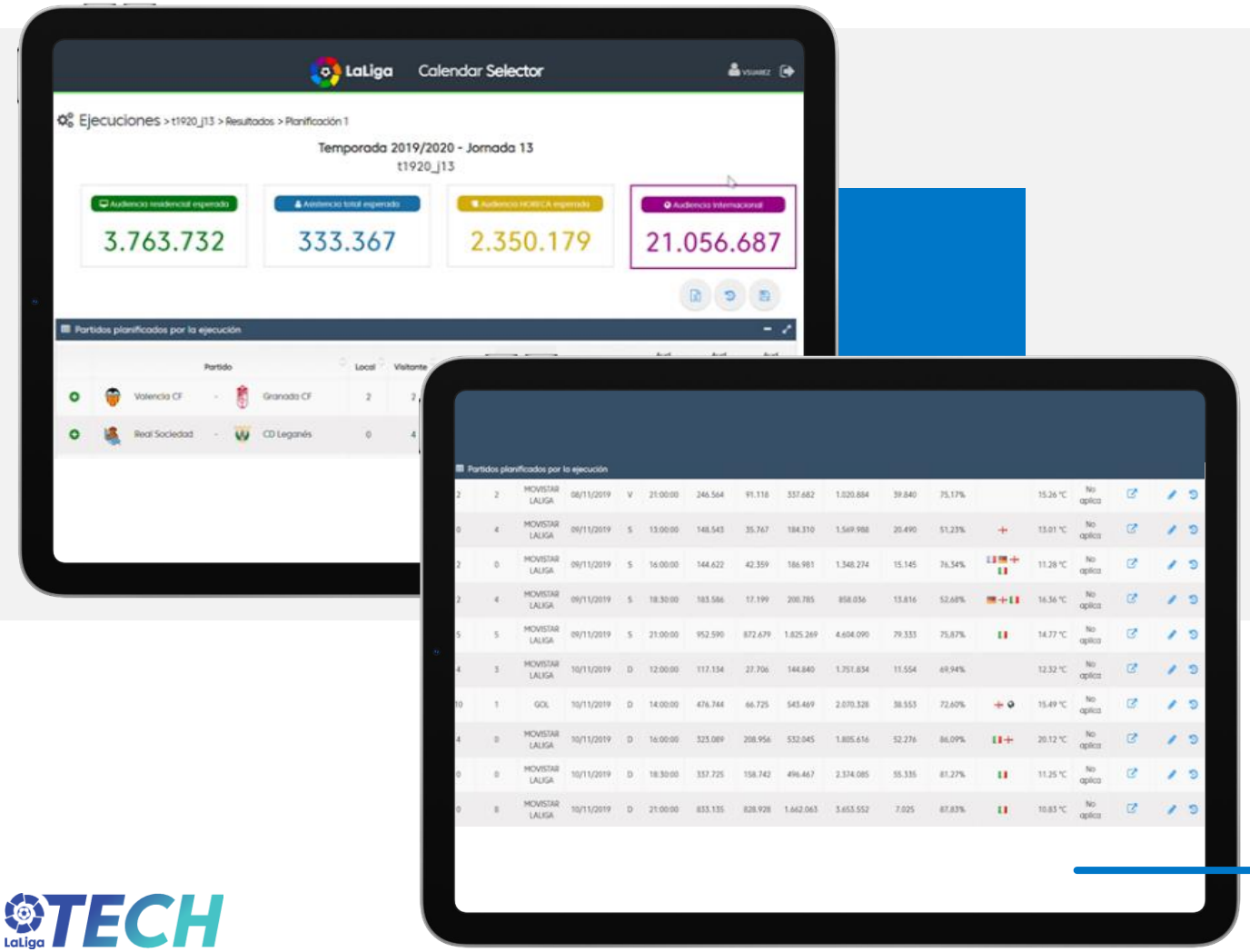
- International duty
- Technical Decision
- Staff
- Injury
- Physical tests

Match Records

Upload, consult and send match reports, match days and referees of the competition.

App & software development

Calendar Selector



The algorithms propose the

best match distributions in the available time slots

depending on the criteria you wish to optimise: attendance at stadiums, national and international audiences and bars

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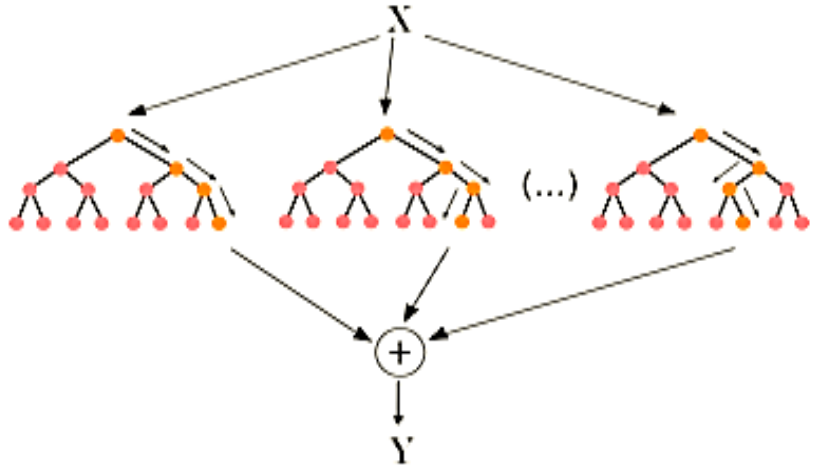
App & software development

Calendar Selector

Variables about the teams	Current ranking Historic ranking Position from first place Playing for an objective?
Variables about the context of the match	Stadium capacity/historic occupation Day of the week/month Timetable TV operator/channel/previous TV audiences National or local holiday
Variables about matches overlap	Number of simultaneous matches Overlap with other competitions Time gap between matches
Variables about trends	Last matches attendance and TV audiences Streak of the last matches Ranking changes last rounds Closeness of the competition

A schedule planning tool that enables the optimisation of TV audiences and stadium attendance using Artificial Intelligence.

It uses over 25 historical and current variables about the teams, matches, competition, overlaps and trends from over 1,000 matches.



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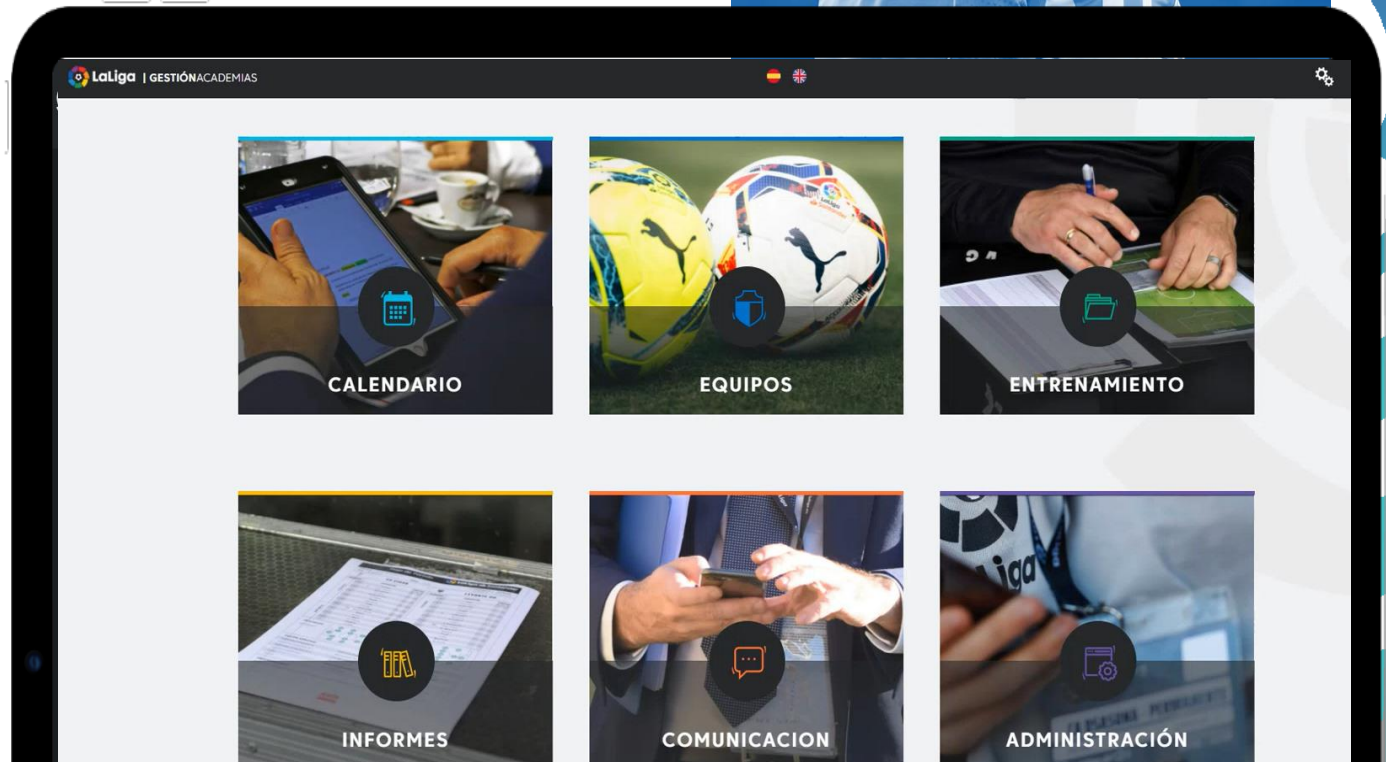
Academy Manager

Description

It is a tool for the comprehensive management of the academies of any sports entity at an international level.

Academy Manager allows, among others:

- Optimise daily work processes
- Create specific training sessions
- Analyse performance
- Generate customised reports
- Share information between different roles



Features

- Intereactive chat between users
- Single point of entry
- Anywhere, anytime
- Data analysis

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¿What is Academy Manager?

>> Sports projects

Objectives

01.

Provide technicians with a user-friendly tool that enables time optimisation

02.

Unite a methodology that is adapted to the context and dimensions of the project that is being developed

03.

Centralise the control, supervision and evaluation processes of the technicians' activity at the destination

04.

Formalise communication and sports protocols, making them more fluent and consistent

Features

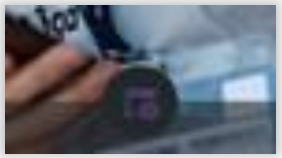
CALENDAR
A schedule where we can visualise all the project activity, it brings together the necessary training and competition information

TEAMS
A portal where we can find updated information on all the team members (staff/players)

TRAINING
Plan and design every time structure you need to implement the project methodology

REPORTS
Automatic quantitative reports: find out about the project data and information on the teams in the structure, as well as every player

COMMUNICATION
A portal that makes internal communication easier, recording daily activity by means of a customised chat and/or sending notifications



ADMINISTRATION
Monitoring users: access, enabling permits and assigning roles within the platform

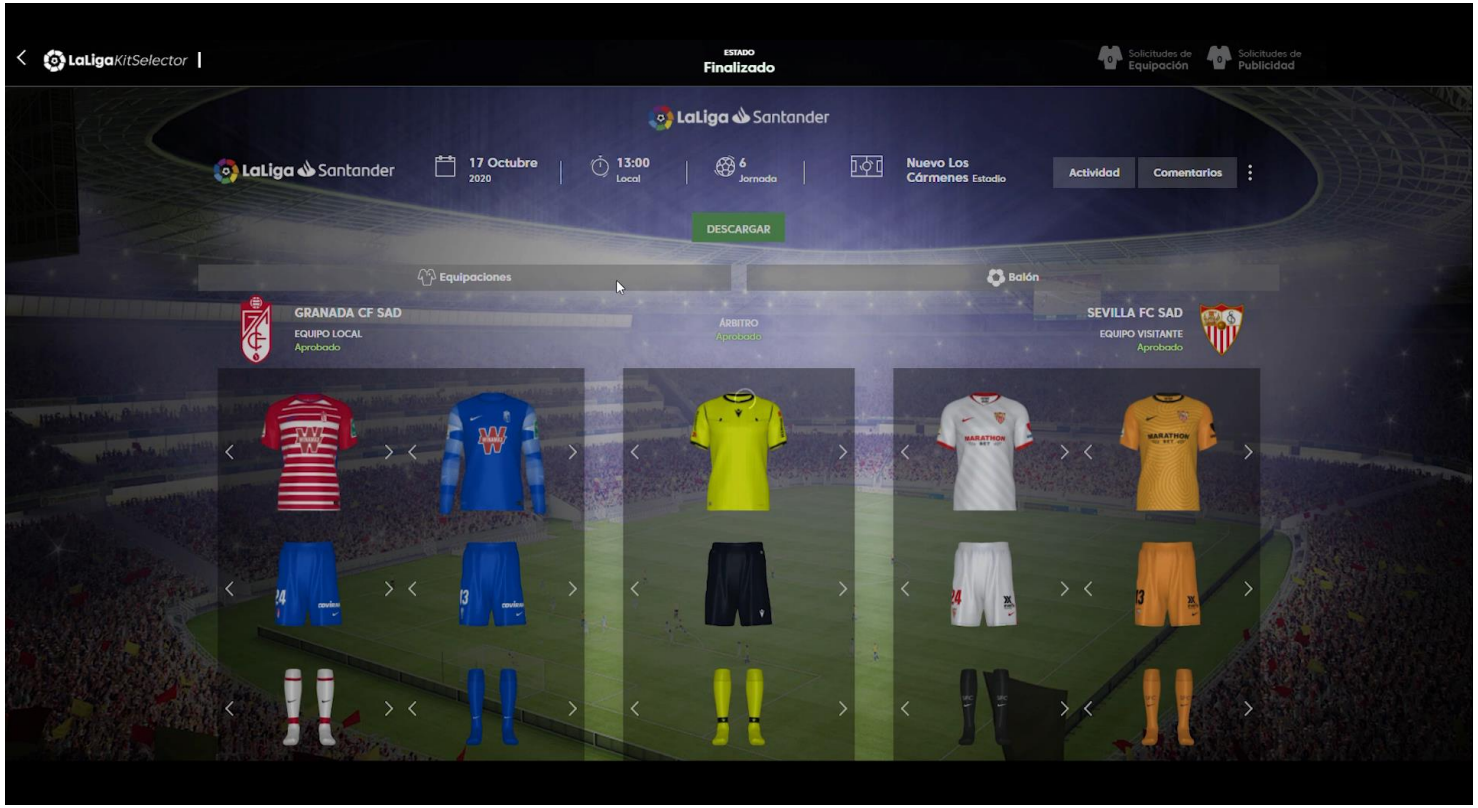
LaLiga Tech's experience with these competition management tools

References

LaLiga has been using this technology for **4 seasons now.** The result has been a **resounding success**, the solution has eliminated **errors** and created a **digitalized sound process** to work between all stakeholders

References Comp. Mgmt

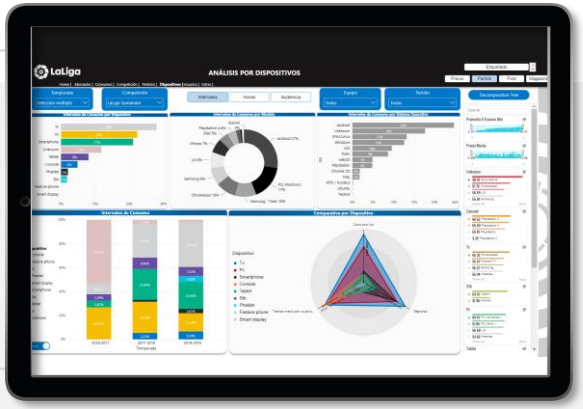
- **+150 teams have used this technology**
- **Used in 1st and 2nd division**
  (LaLiga Santander & LaLiga Smartbank)
- **15 international academies**
  (LaLiga & Partners)
- **+500 users**

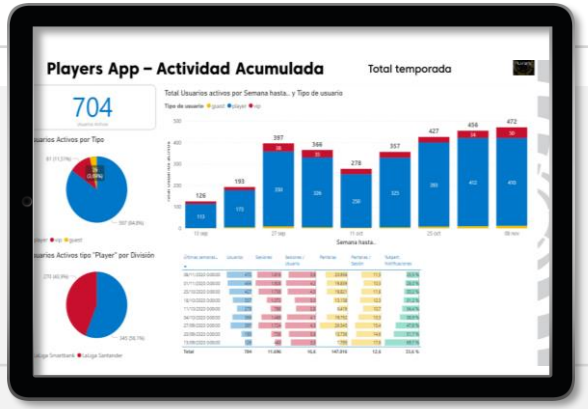


Competition Dashboards

Strategic dashboards

Audiences TV | OTT





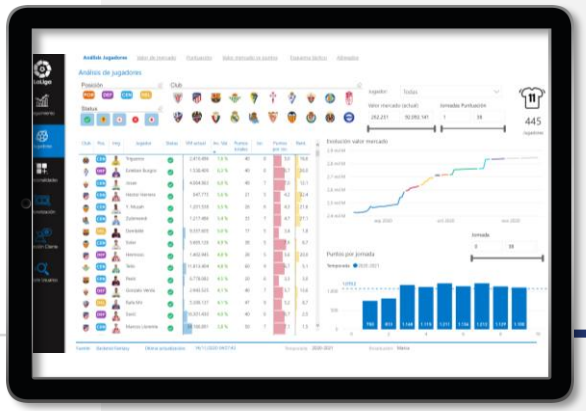
Digital Metrics

Strategic dashboards

Clubs Scorecard

International Business

Financial Control



Fantasy | App

Fan Analytics

Activation campaigns

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How we differentiate ourselves

We come from sports and entertainment

We understand your business challenges

+ 6 years developing technology for LaLiga and other sports properties

Experience

+

Ecosystem vision

Holistic and modular offering

Our single data-driven ecosystem generates value and enriches your business

+

We have a multi-disciplinary team of more than 100 industry experts

Talent

+

Advanced Analytics

Data-driven decision making that brings companies closer to their strategic objectives

LaLiga TECH

Our mission

Empower the Sports & Entertainment sector with modular technology solutions that enable clients to address the challenges and opportunities of fan, competition and content management.

Enable data-driven decisions through a digital ecosystem and specific products

CONNECT | OPTIMIZE | CONTROL | EXECUTE

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LaLiga Tech is structured around a unique data-driven ecosystem

Capabilities

Understand your fans creating a single fan view (360º)

Perform data-driven marketing activations

Monetize customer Intelligence

Provide valuable insights to professionals & fans

Fight against digital piracy

Protect your brand's value

Improve competition management, operational efficiency

Harness de power of AI capabilities to take data-driven decisions

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The unique benefits of this model

The keys to our digital ecosystem

Accesible

Adapting to the needs of small, medium & large organisations

Scalable

Enabling clients to expand their technology footprint over time

Specialist

Products developed by and for sports

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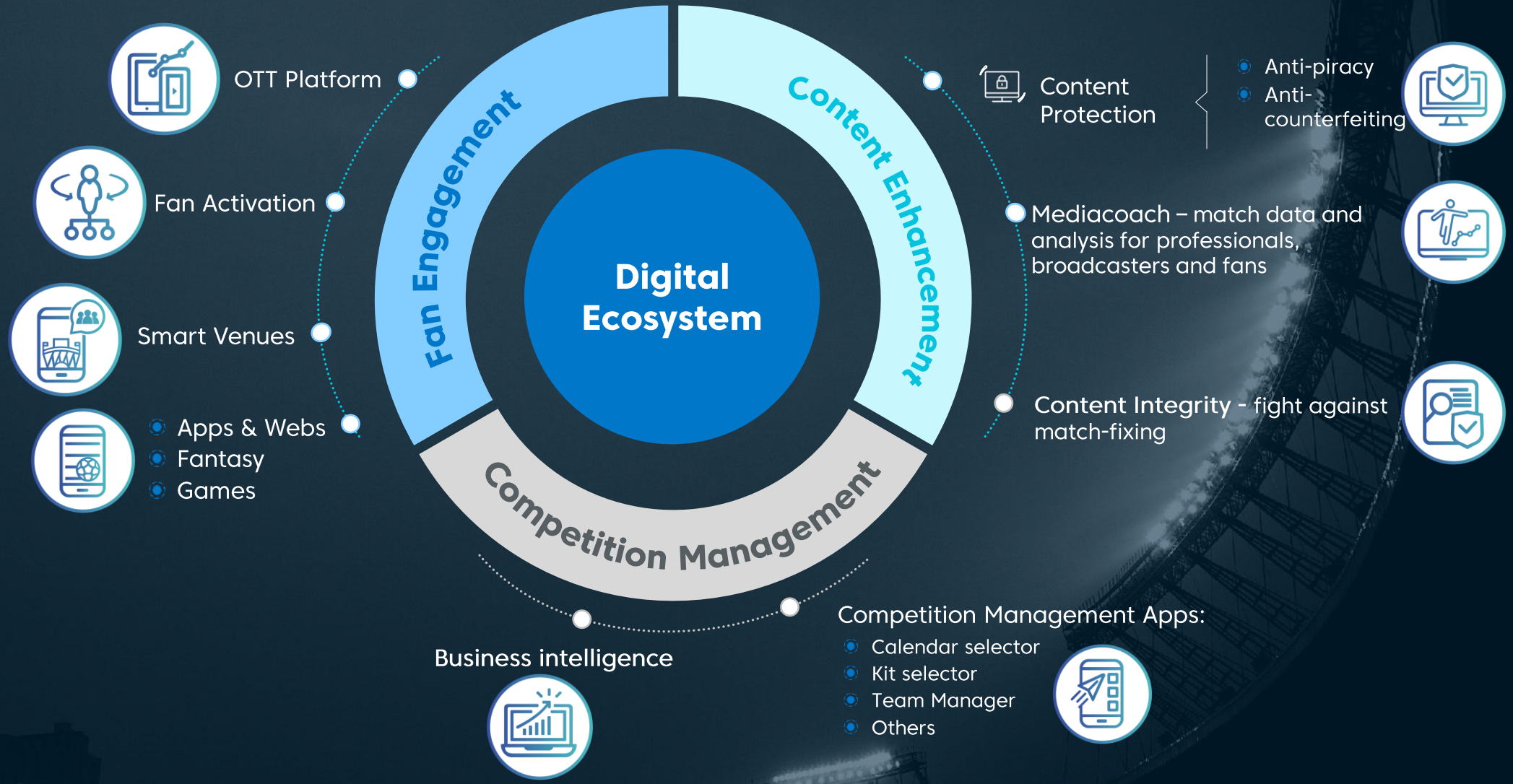
Products that co-exist and interact within the ecosystem