Technological Advances in Football Clubs

By Sayed Farouk

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- **Former MUFC Deputy Head of IT & Operations Manager**
- **Worked at TUI Sport, MUFC, Global retail and E-Commerce organisations.**

Experience

FIFA World Cup

Germany 2006
South Africa 2010

Olympics

China 2008
London 2012

EURO

Switzerland / Austria 2008
Poland / Ukraine 2012

Premier League

English Premier League
2016/2017
2017/2018

Wimbledon Tennis

Wimbledon Lawn Tennis Club 2009 to 2013

Asian Games

China 2010

Queen’s Tennis

Queen's Tennis Club 2011

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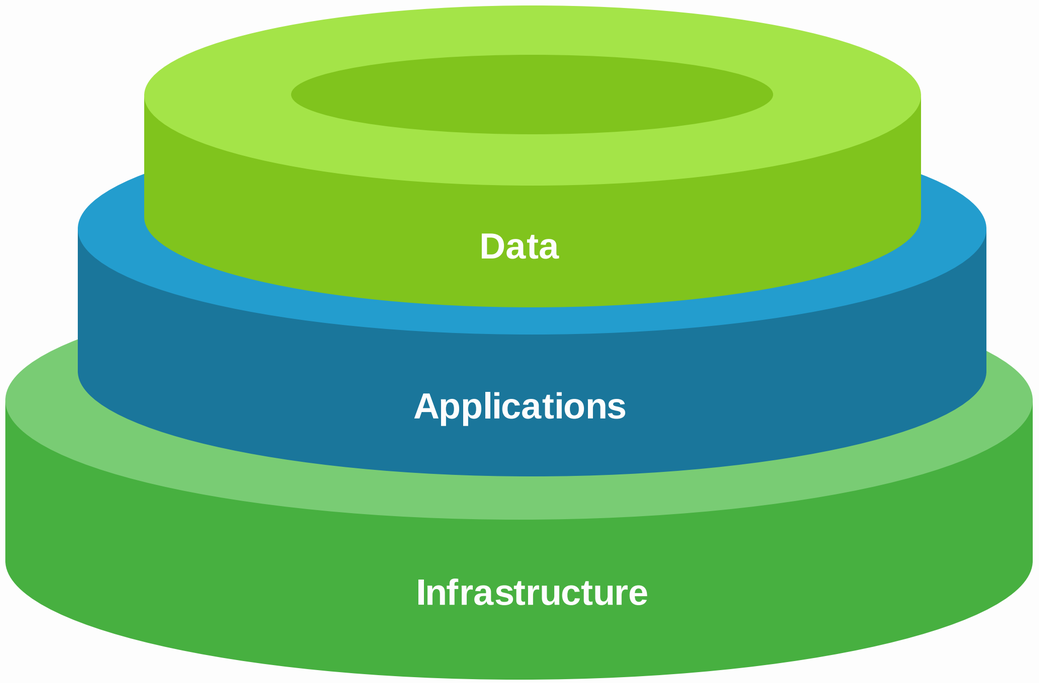
The 30K Feet's View

Technology Layers



3

Data

Data feed, Integrations Reports, visual charts, data science, analytics, predictions and decisions.

2

Applications

Specific software applications for each department.

1

Infrastructure

Networks, wiring, switches, controllers, power, cabinets, server rooms, server, storage and racks.

The 30K Feet's View

Information Security

Data

Applications

Business Intelligence

Data Visualisation

Data Science , Big Data, Data Warehouse & Data Integration

Stadium & Matchday Systems

Football Systems

Business & Administration

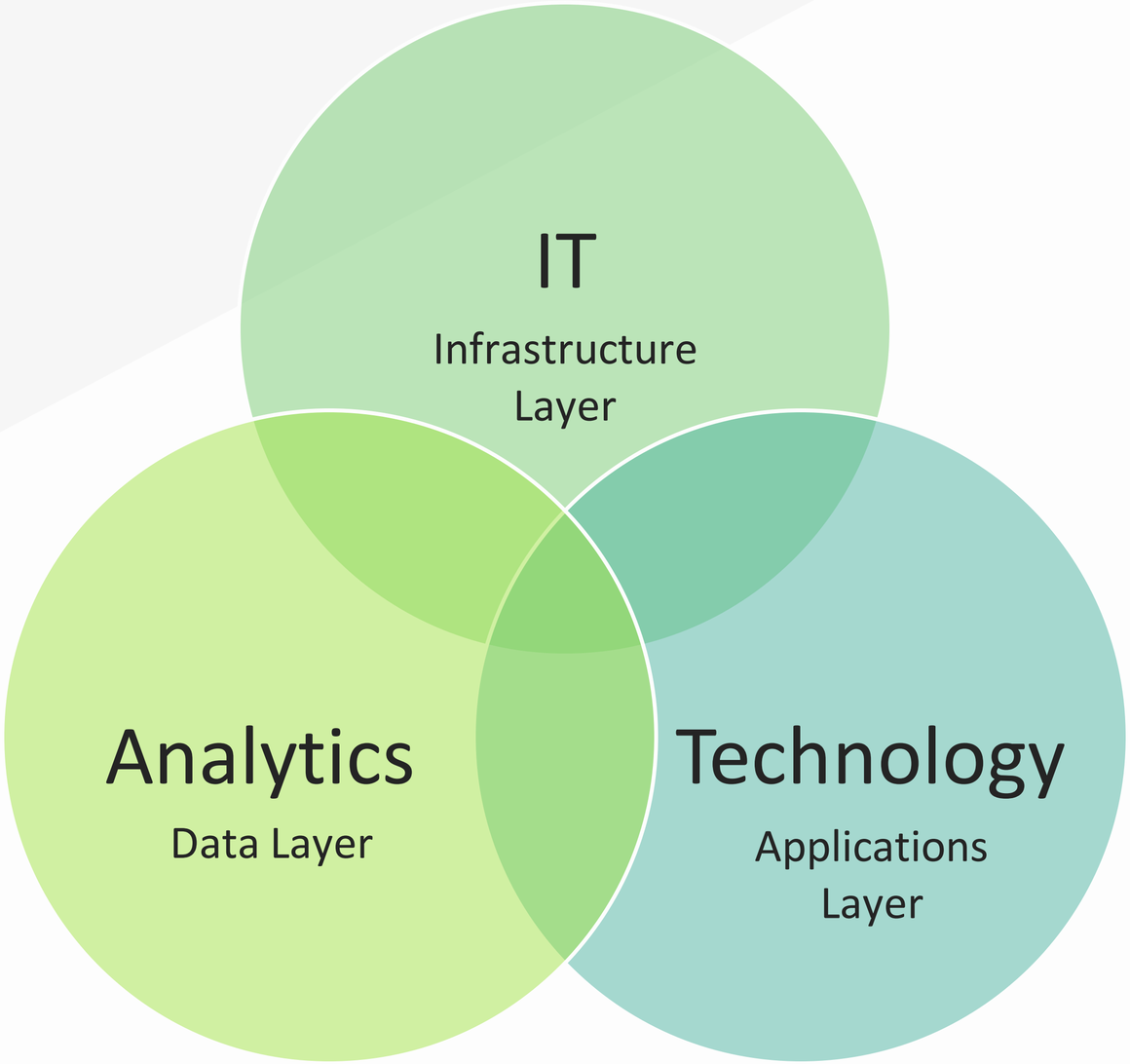
Retail & Warehouse

Data

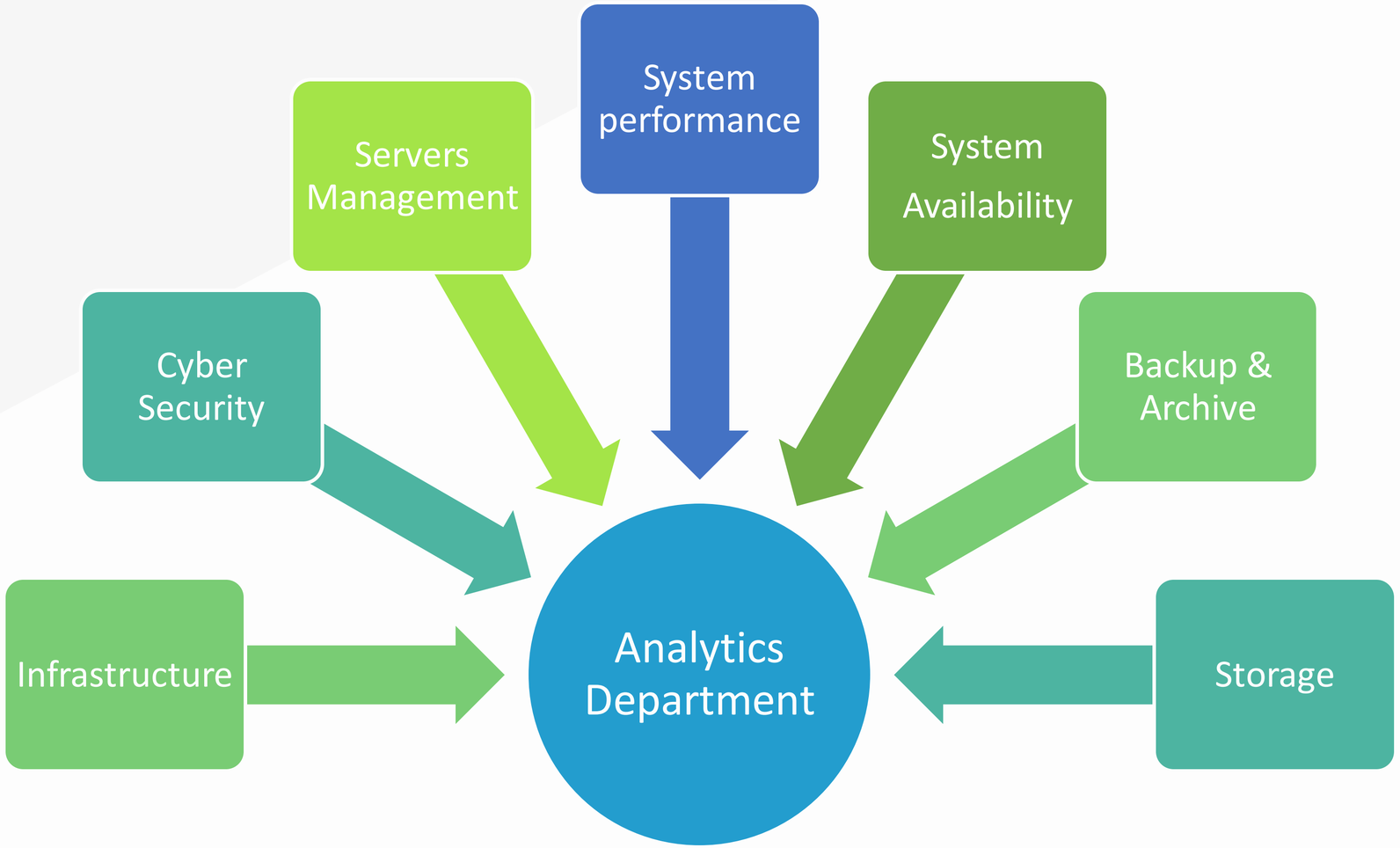
Applications

Information Technology Infrastructure

Football Analytics Eco Systems

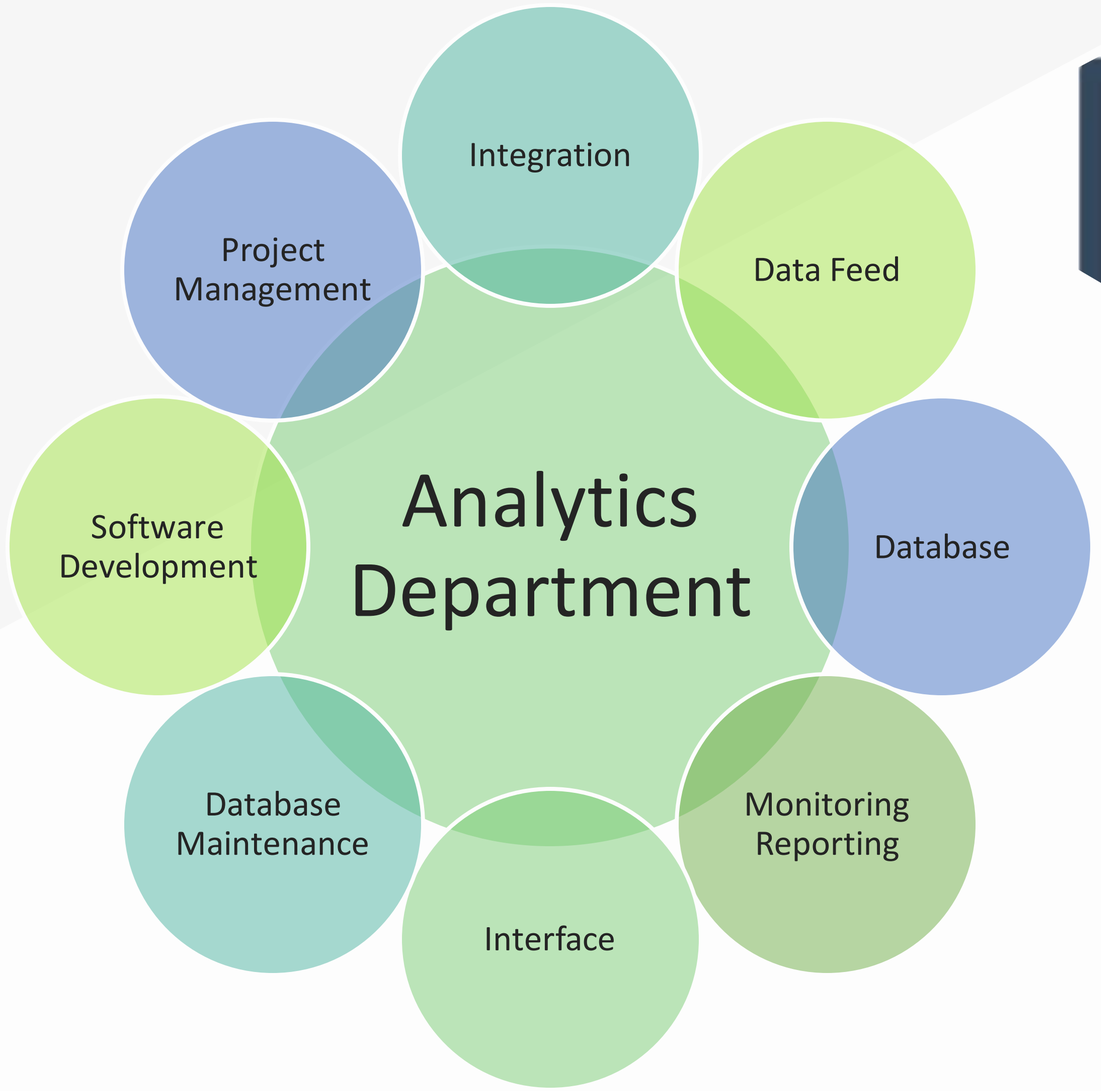


Football Analytics & IT



Football Analytics & Technology

What the Data Scientist needs from Technology?



Technology in Football

Football Systems

- GPS System Integration
- Scouting Systems
- Video Tracking Systems
- Gym Performance Systems
- Training Drills & Planning
- Safeguarding System
- BI & Data Visualisation Tools
- Medical Systems
- Academy Systems
- Video Analysis
- Internal Scouting System Development
- Nutrition System
- Legal and contract Management System

Finance System

Relationship Management

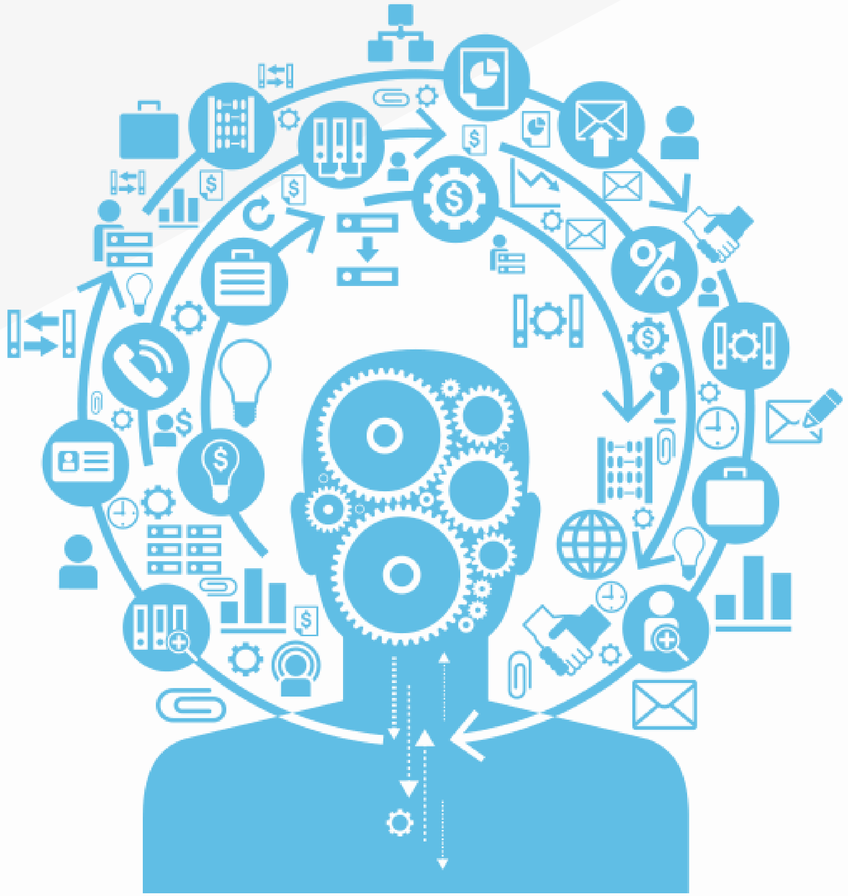
Media & Press Systems

Travel and Ticketing

HR & Recruitment

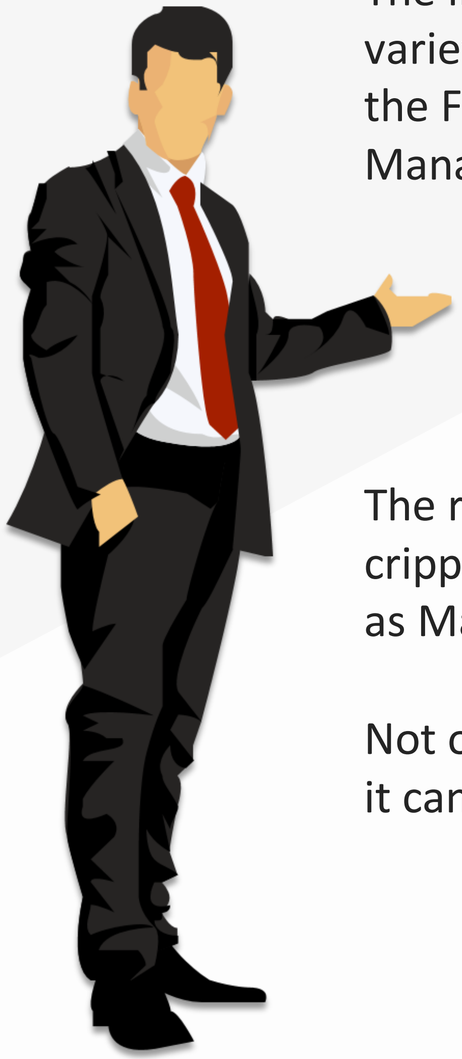
Communications

The complexity of technology stack operations



Football teams are suffering from scattered and separated streams of information and systems

Real Life Scenario



The increased demand in using technology alongside the variety of systems used in each and every department within the Football Team created new problems for Football Management

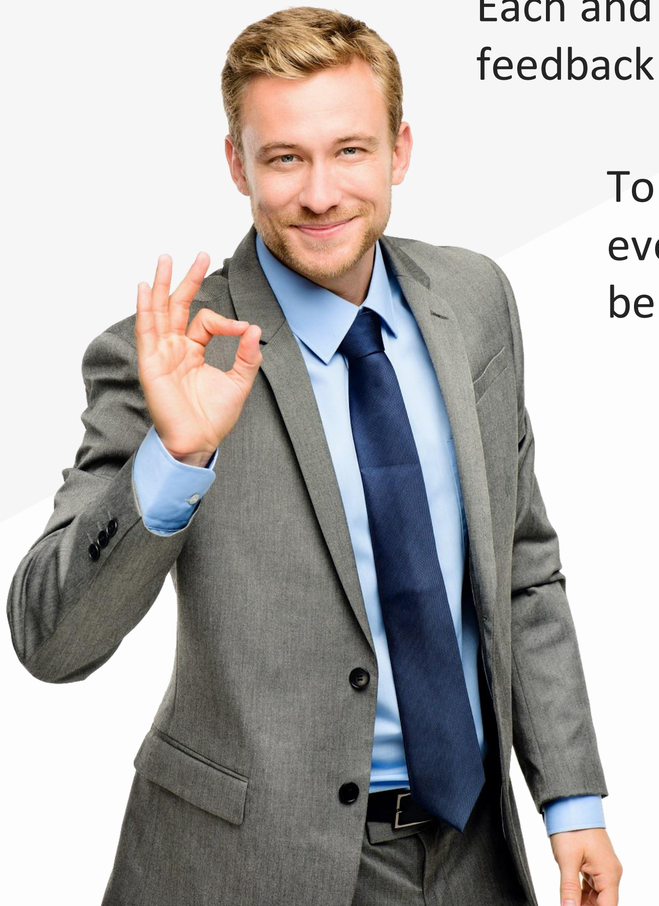
Mainly due to the point that the information for each department was stored on its own and separate system. Meaning that the Football Staff have to collate each piece of information to gather together a full overview

The result is an extremely disjointed system. The valuable time and effort wasted in this process cripples the staff trying to collate the information fast enough to be in use for every game, especially as Matches in a Season appear thick and fast, which can be every 72 hours.

Not only do staff waste time, but if personnel changes or the information is stored elsewhere, then it can cause data leakage or loss meaning that invaluable information is lost forever

How Technology provided the Solution

The back ground Staff who analyse each and every side of the Team from watching the opponents, to the medical team, to the staff booking flights, through to the nutritionist, all have a critical role to play



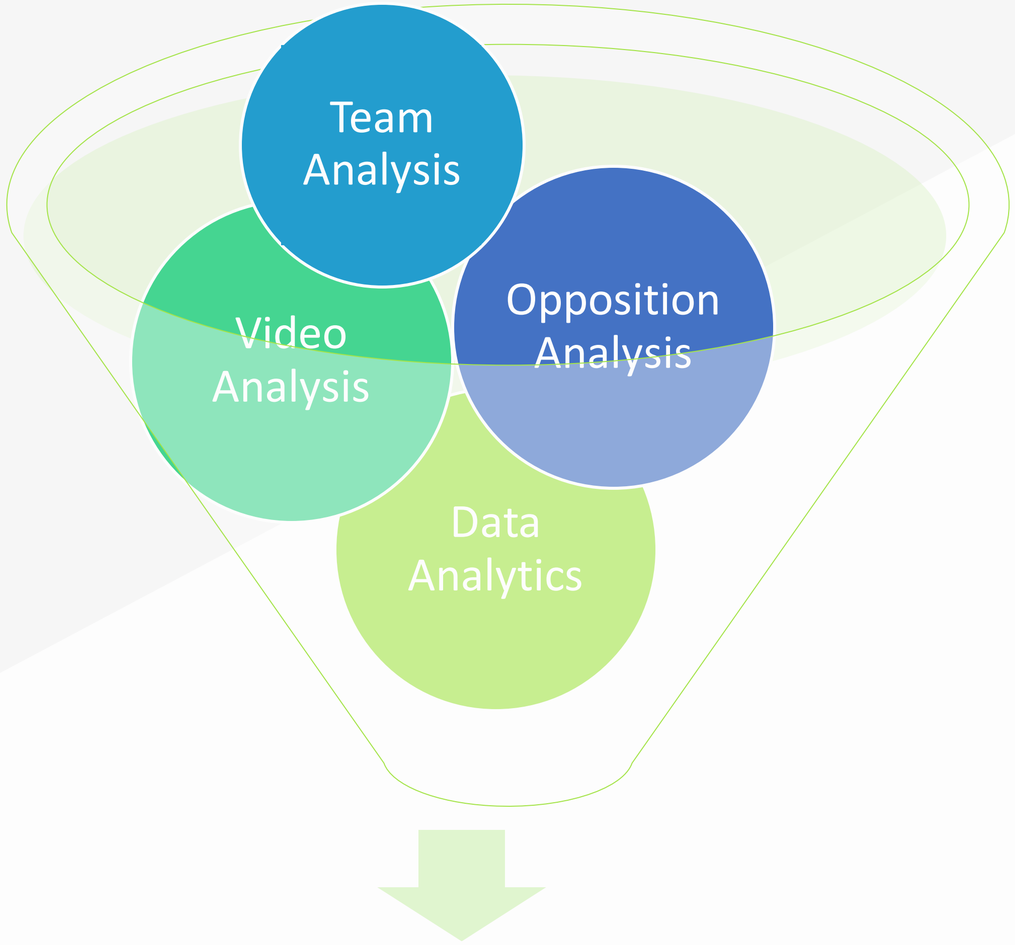
Each and every team member, including the Players, have needs for information and feedback from the analysis that is carried out

To do this successfully needs one fully integrated and customised platform which allows every Team member up-to-date information on demand. The architecture of the system can be specifically created to work with the needs of the Team

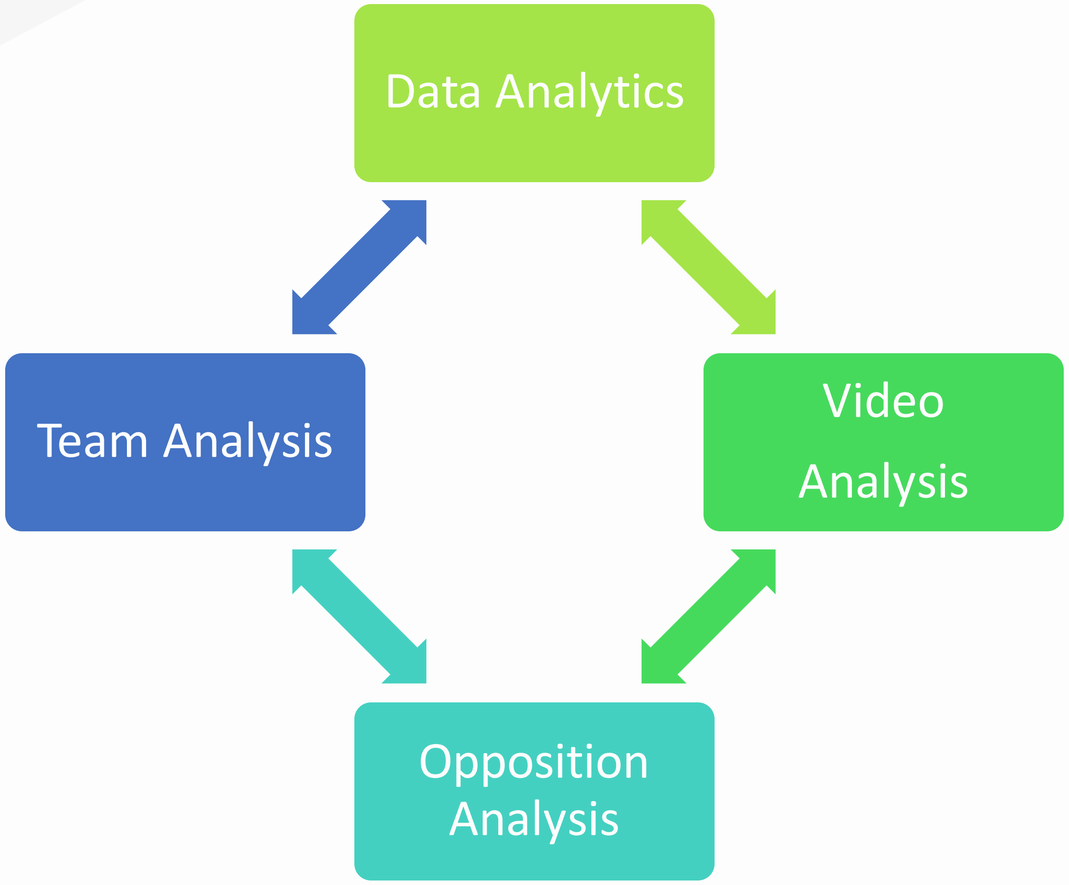
This avoids all data leakage or data loss and the invaluable information allows the Club to own the most important Intellectual Property, which is the Team Data

Data Scientists can mine this information to create statistics and build data models using historical data stored in the system

Example



Football Management System



Game Preparation

Football Management System

Conclusion

Questions
Thank You
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