CUSTOMER STORY: TEAM LIQUID

TEAM LIQUID: MINING RICH ESPORTS DATA TO HELP PLAYERS, MANAGERS, AND TEAMS COMPETE AND WIN

ISHAN PERERA

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CUSTOMER AND INDUSTRY CONTEXT

Customer profile

➤ Team Liquid is a multi-regional professional esports organization based in the Netherlands

➤ An esports organization that sought to enhance data analytics for its players, managers, and teams.

Customer's challenge:

➤ Gaining a holistic and immediate view of data sets with anytime, anywhere data access

Customer's business goals:

➤ Improve customer engagement

➤ Automate processes

➤ Improve visibility and quality of decision-making data

ANALYSIS APPROACH

- **Strengths Weaknesses Opportunities Threats (SWOT)**

Strengths	Weaknesses
- Enormous reach and fan engagement	- Competition for fan attention with other sporting leagues and other sources of entertainment
Opportunities	Threats
- Digital technologies can increase fan engagement, interaction, and reach	- Crisis/catastrophe (for example, pandemic) disrupts the ability to play live games or exhibitions

- **Design-thinking Analysis**

  Help put us in the shoes of coaches, players, and fans to design solutions that meet their needs

PROJECT TEAM MEMBERS

- **Functional consultant**

  To understand how SAP can help them to improve player skills and increase their fan engagement

- **Project manager**

  Overall monitoring, tracking and communication

- **Technical consultant**

  I. Functional experience in analytics

  II. Experience with designing and implementing cloud solutions

- **Data analyst**

NEXT STEPS

1) Planning the project (goals, scope, standards, roles and responsibilities)

2) Holding a kickoff meeting (overview of the project and the agreed plan)

3) Working with customer stakeholders

4) Providing functional or domain insights relevant to the sports and entertainment industry