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ITS ABOUT BIG DATA

big data

Solution Brief

Sport Solutions

Sport at the elite level has always adopted new technologies to capture data from players during play and training in order to better understand their performance and their team's results. Since there is the potential for a large amount of data to be collected during play, the focus on sports analytics is increasingly associated with what is referred to as Big Data.

Big data is changing how organisations are structured and managed. It is affecting all sections of the business, from those that deal with the core activities of an organisation, such as operations or manufacturing of products, to supporting ones, such as human resources. The term Big Data refers to data sets the size of which is beyond the capabilities of current database and computing technology to process in timely and efficient manner. The challenge organisations will face is how to become information-centric, with decisions based on massive amounts of data that are collected in real time.

enVdata is committed to enabling all businesses and organisations to take advantage of new computing and data models that Big Data technologies and information design offers such as Hadoop and NoSQL. Big Data is fast becoming a primary competitive edge and a means of delivering products, and services with efficiency, accuracy and cost effectiveness. This is a completely new way of looking at significant value that can now be extracted from not only the private data but from public data sets as well. enVdata as your Big Data partner will help you get some amazing results.

enVdata will provide you with the means of establishing and integrating these new innovative technologies into your organisation and we will show you how to extract unprecedented value from your data.

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enVdata believe that Big Data technologies and the associated Analytics capability is critical to the future success of all elite sporting organisations and we will help you to take advantage of the challenges and opportunities that have become available. Sport at the elite level has always adopted new technologies to capture data from players during play to better understand their performance and their team's results. Since there is the potential for a large amount of data to be collected during play, the focus on sports analytics is increasingly associated with what is referred to as Big Data.

Sport big data is also technology driven with real-time, automated data capture involved in many of the applications. Sport at the professional level generates data from both fans and players. In addition sports organisations possess a large amount of historical, contemporary and third-party sporting data. Analysis of that information can be used to better understand and improve a player's performance.

Player tracking systems are examples of how big data can be collected in situations where it was not previously possible, or was too expensive or difficult to collect. New technology and data analytics tools can be used to further understand player and team performance. Sports are increasingly relying on big data analytics to manage and analyse growing volumes of data to gain a competitive edge.

Athletic Performance management – Ability to collect and process biometric, environmental and performance data to optimise the conditioning of the athletes and to focus on improvements in weak areas.

Injury Potential Reduction – Use of predictive Analytics to determine circumstances and condition that lead to player injuries thus affording the development of strategies to avoid the injury situations

Play Strategy Analysis – Ability to track all on-field play developments in real-time and to affect play analysis to aid player positioning and tactics. In game planning it would give the coaches and players the ability to access and consume critical research data to formulate their game plans.

Player and Game telemetry - Collecting real-time motion and positioning data for every player, official as well as the ball. Advanced uses of sensors and processing of telemetry data. Gain the ability for integrating data from systems such as ClearSky.

Membership Needs Management – Determining member sentiments and reactions as captured through social media in any given situations, thus understanding the fans needs and attitudes.

A critical piece of sport's Big Data approach is the management and the bringing-together of very large volumes of information. A sporting organisation should not only collect and collate information critical to their performance, but also have an efficient way of learning from the intelligence and insight it can give it.

enVdata is a unique provider of integration services for Open Source Big Data, NoSQL, visualisation, analytics and Microsoft technologies. We will preserve and enhance your environment with solutions that build on your current staff skillsets and knowledge. We also partner with all major Big Data platform providers such as Hortonworks, Cloudera and MapR.

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