ORTEC Sports

Business Cases

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Solution **Business Cases**

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Performance

Ajax Amsterdam

Being active in multiple competitions, Ajax did not have the capacity to analyze every element of every match of every opponent. ORTEC Sports provides the club with a tool to facilitate video-analysis. Additionally, together both parties translated the 'Ajax-DNA' into a set of measurable statistics.

PSV Eindhoven

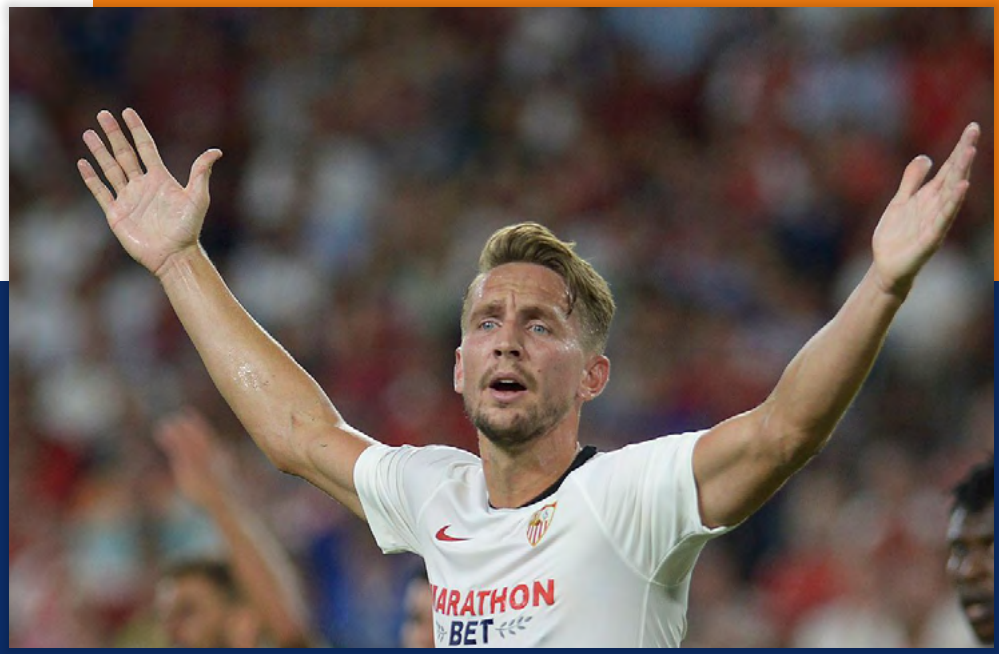
For PSV, the most important challenges were *Player Development* and *Scouting*. Through a customized API, PSV staff can rewatch key moments in a match. Additionally, PSV and ORTEC Sports created specific *position profiles* to examine which external players may fit into the team.

Consulting

Luuk de Jong

After the 2018-2019 season ended, PSV's Luuk de Jong and his management decided it was time for the next step. However, his earlier period abroad was not particularly successful due to a mismatch between player and club.

His management consulted ORTEC Sports in their search for a foreign club with a playing style suitable to benefit from De Jong's qualities. ORTEC sports analyzed the playing styles of all potential options. Spanish side Sevilla came out on top and would eventually go on to sign him.



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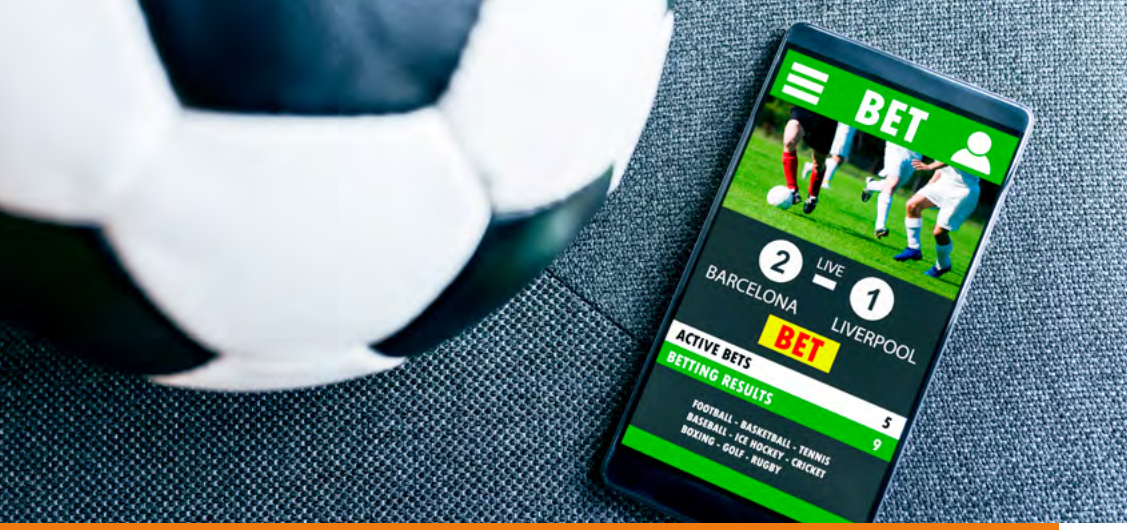

Betting

Sporting Index

Sporting Index is a British company at the forefront of betting innovation. The firm was looking for a way to retain existing customers and to acquire new ones.

ORTEC Sports analyzed the existing betting data and delivered a new way to visualize real-time sports data in a compelling format.

The core activities of ORTEC Sports in this situation are analyzing live sports events in real-time and delivering the statistics through customized interactive dashboards.

Media

To anticipate the shift towards a more digitalized news environment, a big Dutch newspaper was looking for a way to visualize sports data in its news articles and webpages.

The Media Portal of ORTEC Sports allows users to configure their own widgets. These are integrated in published articles for visualization purposes, or on web pages where up-to-date data is needed.

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