

Operational Services

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- Team + Support Staff
- Match Operations
- Logistics
- Marketing
- Ticketing
- Talent Scouting



Operational Structure

Human Resources

Operational Structure – Human Resource Requirements

FRANCHISE OWNERS					
CEO					
Team/Operations	Match Operations	Logistics	Marketing	Ticketing	Talent Scouting
Manager Scheduling Accounts Facilitation	Venue Manager Association and Franchise Govt Machinery/IMG etc Ground Facilities	Vendors Airlines Printing Electronics	Marketing Team Sponsors Media Sales	Manager Distribution Classification VIP Planning	Head Camps/Trials Data Collection Talent Hunting
Asst Manager Facility/Logistics	Asst Venue Manager Liaise With Local Association	Accountant Logistics	Ex Manager	Printing	Coaches
Team + Support Staff Players/Physio Coaches/Masseur Analyst	Branding In Charge Fulfil Sponsor Needs Designing/Printing Distribution of material		Team Sponsors Branding Printing Distribution	Grading/PR	Assistants
Logistics In Charge		Logistics Non Venue	Web Development Operations Fan Base Development	Venue Ticketing	Analysts
	Security In Charge Police, Fire, Ambulance Security Agencies		Hospitality Team Owners Sponsors		Physiotherapists In IPL In Trials

Team + Support Staff

Team + Support Staff

- Identification of team staff
- Identification of local support staff
- Identification of team operations staff
- Determination and finalization of roles
- Cost control and budget management
- Management and implementation of team operations during the tournament



Match Operations

Match Operations

- Identification of match operations staff
- Identification of match operational categories
- Finalisation of match operation roles
- Cost control and budget management
- Implementation of match operations during the tournament



Logistic Operations

Logistic Operations

- Identification of logistics staff
-
- Identification of vendor categories
-
- Identification of vendors
-
- Finalisation of vendors
-
- Cost control and budget management
-
- Planning and scheduling prior to tournament
-
- Management and implementation of logistics during the tournament



Marketing Operations

Marketing Operations

- Identification of marketing staff
-
- Identification of marketing categories
-
- Identification of potential sponsors
-
- Identification of media partners and alliances
-
- Finalisation of partnerships and sponsors
-
- Fan base development and web operations
-
- Cost control and budget management
-
- Planning and finalisation of lead times prior to tournament
-
- Management and implementation of marketing services during the tournament



Ticketing Operations

Ticketing Operations

- Identification of ticketing staff
- Identification of ticketing categories
-
- Identification of ticketing vendors (purchasers)
-
- Finalisation of ticketing related vendors (Printing, security etc)
-
- Cost control and budget management
-
- Planning and scheduling prior to tournament
-
- Management and implementation during the tournament



Talent Scouting Operations

Example: Cricket

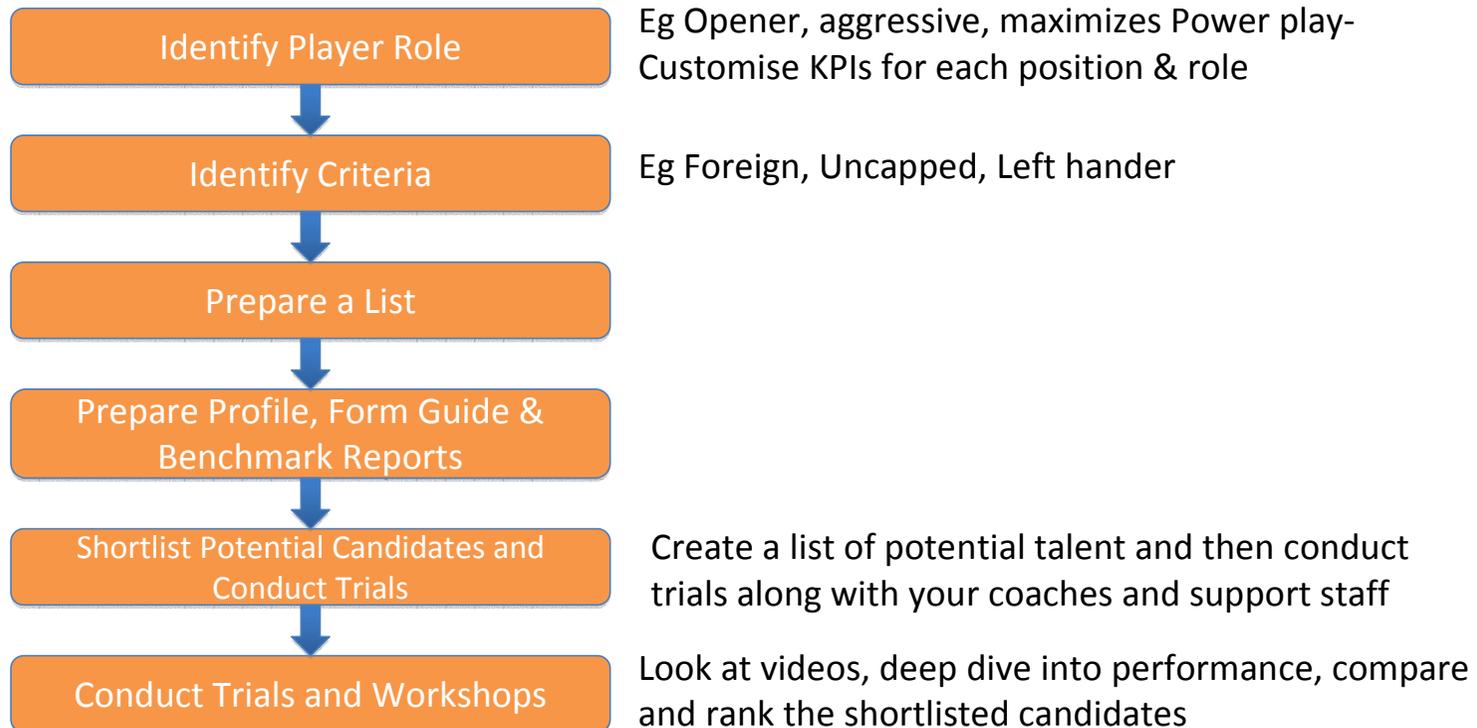
Services

Player Recruitment

Pre Match, Post Match
and In Match Analysis

Opponent Review and
Analysis

Recruitment Process



Recruitment Report / Workshop

Player Profile Report



Article ID:	Daniel Harris
Date of Birth:	31/12/1979
Current Age:	29 years 190 days
Major team(s):	South Australia
Playing position:	Opening batsman
Batting Style:	Right-hand bat
Bowling Style:	Right-arm medium (Occasional)
Height:	1.75 m

Career Statistics - Batting

Batting	Matches	Innings	Runs	Average	Strike Rate	50's	100's	Debut
First-Class	33	65	1894	30.06	-	11	3	1999/00
Australian One-day Domestic	25	25	695	28.96	71.43	5	0	2004/05
Australian Twenty20 Domestic	11	11	382	34.73	154.03	2	0	2007/08

PlayerBenchmark

League-wide comparison

	League Avg IPL 08	League Avg IPL 09	League Avg KFC 08/09	League best M. Hayden IPL 09	Player Scout D. Harris KFC 08/09	League best B. Hodge KFC 08/09
Matches Analysed	56	57	9	12	4	3
Total Runs	5856	5012	1040	572	197	156
Total Balls	4412	4176	763	384	127	121
Total Runs and SR - Powerplay	3436(121.24)	3093(116.50)	677(135.94)	285 (148.44)	119 (158.3)	64 (139.13)
Total Runs and SR - Mid Overs	2069(141.33)	1475(113.46)	278(131.13)	221 (133.13)	57 (100.0)	46 (100.00)
Total Runs and SR - End Overs	351 (188.71)	444 (165.06)	85 (137.10)	66 (178.38)	21 (150.0)	46 (158.62)
Avg. Runs	26.14	21.98	28.89	47.67	49.25	52.00
Avg. Balls	19.70	18.32	21.19	32.00	26.80	40.33
SR	132.73	120.02	136.30	148.96	185.3	128.92
Total Dot %	42.02	44.35	39.06	35.16	33.85	34.71
Total Boundary %	67.73	61.89	61.73	65.03	55.40	49.00
Avg. Runs - Powerplay	15.34	13.57	18.81	23.75	29.75	21.34
Avg. Runs - Mid Overs	9.24	6.47	7.72	18.42	14.25	15.34
Avg. Runs - End Overs	1.57	1.95	2.36	5.5	21.00	15.34
Highest Score	158	114	98	89	98	75
4s	717	513	111	60	21	16
6s	183	175	33	22	8	2

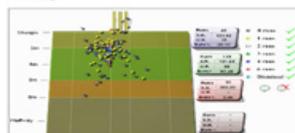
Player Comparison Report

Comparative Player Analysis

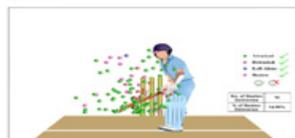
	D.Harris	S. Asnodkar	R. Quiney	G. Smith
Innings	4	4	5	12
Runs	197	47	90	212
Balls	127	46	92	216
Strike Rate	155.11	102.17	97.84	98.14
Average	49.25	11.80	18.0	19.3
Scoring Shots	84	59	44	114
Dot %	33.85	52.17	52.17	47.22
4s	21	6	11	27
6s	8	1	1	1
Boundary %	55.4	64.0	62.0	54.0
Highest Score (balls)	98 (62)	44 (39)	51 (40)	77 (44)
Balls per dismissal	31.75	15.34	18.40	19.63
Runs and Strike Rate in Powerplay	119 (158.7)	11 (35)	52 (85.25)	111 (86.0)
Runs and Strike Rate in Mid Overs	57 (150.0)	36 (138.5)	37 (132.14)	85 (116.4)
Runs and Strike Rate in End Overs	21 (150.0)	0	1 (33.33)	16 (114.3)
Runs Vs Pace	177	31	63	138
Runs Vs Spin	20	16	27	74
Balls per dismissal Vs Pace	56.50	15.34	16.00	20.57
Balls per dismissal Vs Spin	7.00	0.00	18.00	18.00

Identify & Assess Weaknesses

Pitch Map



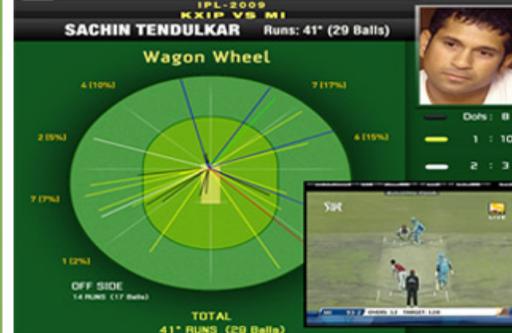
Shot Zone



Form Guide

Match	Opposition	Score	Role	Runs	SR	50s	100s	Wickets
1	South Australia	197	OP	197	155.11	2	0	0
2	South Australia	47	OP	47	102.17	0	0	0
3	South Australia	90	OP	90	97.84	0	0	0
4	South Australia	212	OP	212	98.14	0	0	0

Deep Video Analysis Workshops



Services

Player Recruitment

Pre Match, Post Match
and In Match Analysis

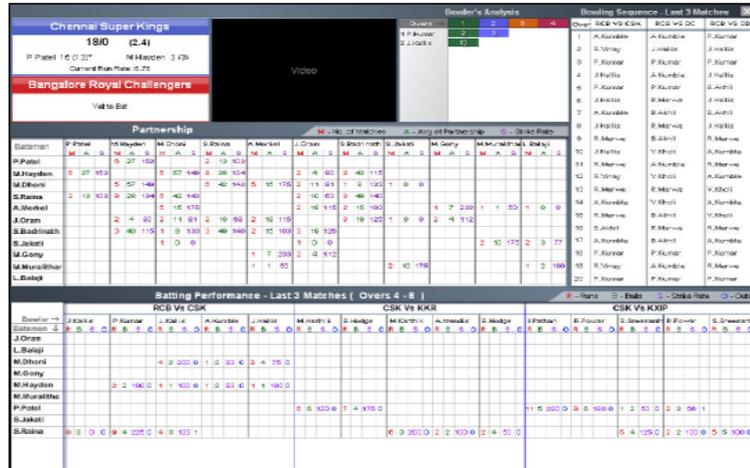
Opponent Review and
Analysis

Post Match Analysis

- Team / Unit / Player Performance
- Quick Play- 20 Overs in 20 min
- Player v Player match ups
- Match Report
- Plans v Execution review
- Yet to bat/ Yet to bowl
- Recreate the match situation after each ball
- Identify weakness to work on
- Key Event/player Clippings
- Multi Match Analysis of Players



In Match Analysis



- Follow scoring regions and pitch maps
- Keep an eye on yet to bowl/bat
- Look up player effectiveness in phases of play
- Look up who bowled which over previous matches
- Quickly pull up current or previous videos



Services

Player Recruitment

Pre Match, Post Match
and In Match Analysis

Opponent Review and
Analysis

Example:
Cricket Services
Data Capture

Example: Cricket Coding Services

The screenshot displays a comprehensive cricket coding interface. At the top, it shows the match context: "Vsamy\2010\Friends Provident T20 2010\Yorkshire vs Lancashire 17.06.10\2st half\Normal Time.MPG". The main video window shows a live broadcast of a cricket match with the "STAR CRICKET LIVE" logo. A blue banner at the bottom of the video reads "LAN 51-2 NEED 105 TO WIN FROM 75 BALLS".

On the right side, there is a detailed control panel with numerous radio buttons for selecting shot types (e.g., Inswing, Outswing, Hook, Pull, Sweep, etc.) and ball types (e.g., Yorker, Half Volley, Full, Length, etc.). It also includes a "Ball Speed" indicator showing 90.7 mph and a "Front Foot" checkbox.

Below the control panel is a table for player statistics:

Batsmen	Runs	B	4s	6s	SR
S Moore (RHB)	4	5	0	0	80.00
S Katich (LHD)	14	17	1	0	82.35

Below the table is a "Bowlers" section with columns for O, M, R, W, and Econ. The interface also features a "Field" diagram on the left and a "Ball Trajectory" diagram on the right, which shows the path of the ball through various zones like Yorker, Half Volley, Full, Length, Back of Length, and Short, with specific fielding positions like Wide O.O., Outside Off, Off Stump, Middle Stump, Leg Stump, Outside Leg, and Wide D.L. marked.

At the bottom left, there is a "Striker" section with a circular diagram and a "Non Striker" section with a video window showing a batsman at the crease.

- Single Screen
- Live Frame Grabber
- Frees up analyst
- Post Match- SingleMPEG
- Single Match/ Month or annual licenses
- T20 / ODI or First Class

Bowling

Bowler Type – Display From Master

RAF	RAFM	RAMF	RAM	RAO	RALB
LAF	LAFM	LAMF	LAM	SLAO	SLAC

Over/Around the wicket

Pitch Map - Length and Line of the Ball

Yorker	Length	Full	BOAL
Low full toss	Beamer (above waist)		Short

Height past Bat

Below Knee	Below Hip	Below Shoulder
Foot	Below Head	Above Head

Speed Line

Off Stump	Outside Off	Middle	Leg Stump
Wide outside Off	Outside Leg	Wide outside leg	

Stride

Close to Stump	Middle	Away from Stump
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Type of Delivery

Fast

Reverse	Bouncer	Yorker
Off Cutter	Leg Cutter	Straight
Slower	In deeper	

Spin

Leg Break	Off Break	Googly
Flipper	Slider	Topspinner
Armball	Doosra	Chinaman
Carrom Ball		

Batting

- Trigger / Movement

On the crease	Forward full	Forward - Half
Down the track	Back - full	Back - half

- Batman

Aggressive	Defensive	Left Alone	Beaten
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- Stroke

Cover drive	Off drive	Straight drive	On drive	Hook	Back foot defense
Pull	Leg glance	Sweep	Slog sweep	Paddle sweep	Steer
Reverse sweep	Switch hit	Square drive	Square cut	Flick	Front foot defense

- Aerial

Good connection	Mishit	Inside Edge	Outside edge	Bottom edge	Top edge
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- Type of Connection

- Ball O

Attacking	Defensive	Beaten	Uncomfortable	Release shot
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- Wagon wheel

- Subjective Tags

Fielding

- Runs Saved/Conceded
- Catches taken
- Level of catches
- Dropped catches
- Run Outs
- Run Out opportunities missed
- Field Plan
- Type of throw
- Fitness



Fan Base and Web Development Operations

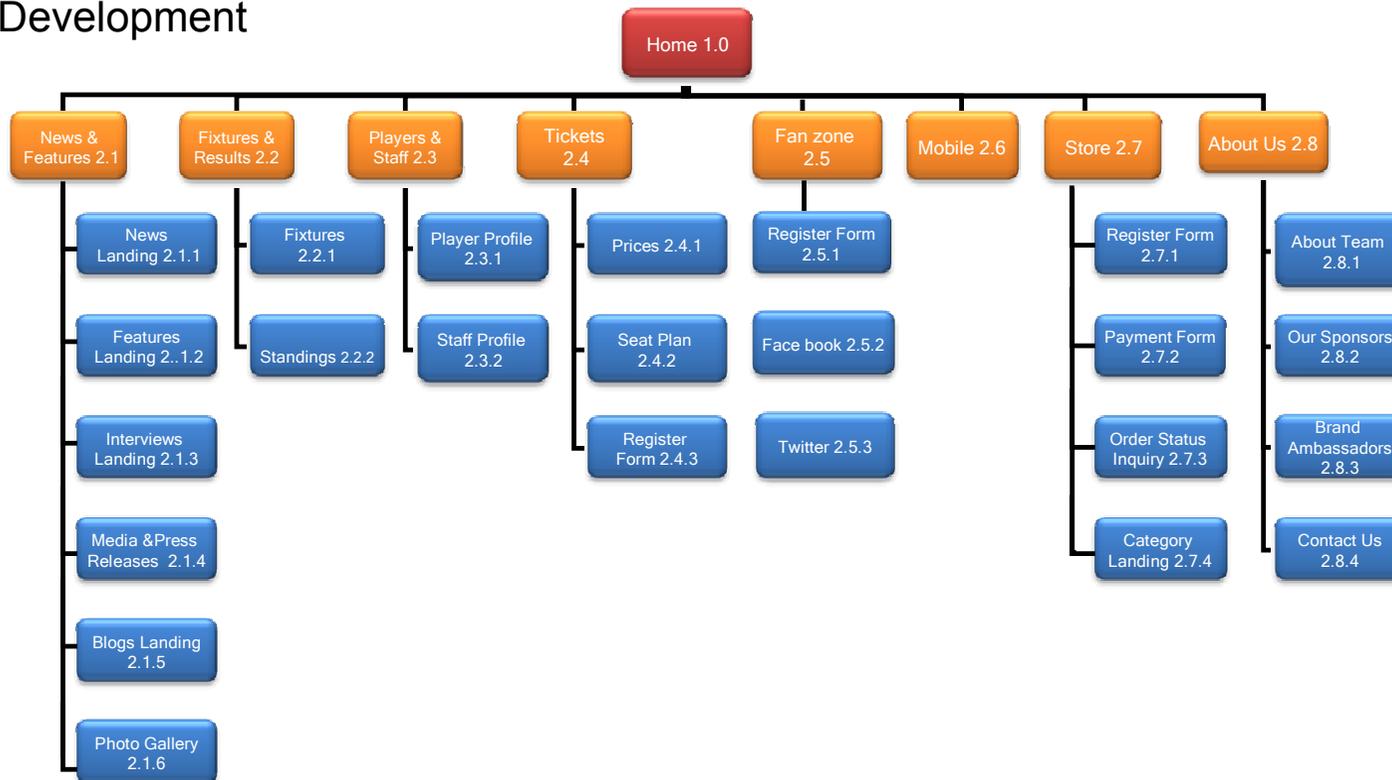
Fan Development

- Fan Club
 - Layered Membership with benefits
 - CR-80 customised photo card
 - Gift Hamper from Sponsors, T-shirt, cap
 - Tickets / Ticket Guarantees
 - Hospitality options
 - Meet & Greet players
 - Practice session invites
 - Regular Newsletter mailings
 - Discount on tickets and merchandise
 - Other contests and promotions

Web Development and Operations

Website Design & Development

- Layout, Schematics & Creative
- Development



Web Development and Operations

Website Operations

- Procuring, supplying and managing content
- Website Hosting
- Interfacing with credit card / Banks for Store/Ticket sales

Content:

- Match coverage – Previews, Match reports, Analysis
- Features
- Interviews
- Columns
- News Break
- Press Conferences and official functions
- Periodic updation of static items
- Monthly News Letters
- Live Scores
- Results & Fixtures
- Blogs
- Facebook & Twitter profiles & contents

Brief Company Information, Accreditation and Financials

Company Information

- A Young, Focused, Agile Company
 - Founded in 2000
 - Privately held and funded
 - Based in Mumbai
 - Partners active in: India, Europe and USA
- Strong team
 - 150+ Business Outsourcing staff (Chennai Based)
 - Strong management team
- Solution Focus
 - Coaching and Development through use of Information Technology
 - Flash, Flex, VC++, C#, SQL
 - Plus BPO Services
 - Sports Coaching, Development, Analysis and Video processing
- Focus on sports, media & entertainment
 - Expertise in Analytics



Solution Portfolio



Sports Coaching, Analysis & Solutions

Improve performance through coaching and development programmes with a strong focus on advanced technology solutions



Interactive Entertainment

Fun for your audience, revenue for your business.



Video Processing & Analysis

Analyse and extract the intelligence stored in video.



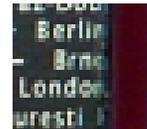
Content Rich Portals

State-of-the-art content portals build brand & community.



Archive Processing

Unlock the value of your media archives.



Online Radio

Reach a massive audience on a global scale.

Company's Sport Credentials



Applications

Websites
Accreditation
Ticketing
Sponsor Extranet
Competition Extranet
Live Scoring/ Timing

Membership
Fan Club
Mobile Solution
Merchandise &
Online Store
CRM

Fantasy League
Match Analysis
Online Video
Results & Result database
TV Graphics