



## **Deutsche Fußball Liga (DFL) relies on IT project management from FLYING EYE.**

**On February 28, 2011, DFL's Executive Board resolved to collect official game data for the Bundesliga (National League) and the 2nd Bundesliga starting in the 2011/2012 season. This data is saved in the Deutsches Fußball Archiv (DFA), a 100% subsidiary of DFL. Within just three months, a database system needed to be built that could withstand extremely high requirements in terms of speed and availability. The DFL hired FLYING EYE to provide technical project management for this sub-project.**

The most important objective of the official survey of Bundesliga game data is standardizing and improving data quality for the League Association's competitions. The official game data consists of scouting and tracking data and/or the game events and position data for the players. The system allows data to be collected simultaneously from up to 36 stadiums, and data can be delivered almost in real time to up to 50 different data sinks. Based on this data, for instance, analyses can be carried out to prevent game and betting manipulation. In addition, the data provided the basis for further innovative media products.

First, FLYING EYE worked with DFL's specialized departments and the potential suppliers to create technical specifications. The product specifications, created afterward with the participating companies, formed the basis for realizing and testing the system once they were approved.

CBC Cologne Broadcasting Center GmbH, a long-time partner of DFL, provided the technical resources. Pripares, a Munich-based company, planned and implemented the Oracle-based database system.

Together, they used the technical specifications to create the product specifications that were the basis for realizing and testing the system. After a proof of concept in March, the initial tests took place on the last game day of the 10/11 season. The system went into operation at the start of the 11/12 season, in time for the 2nd Bundesliga's first games.

"FLYING EYE contributed its experience with IT projects and a structured approach, which was crucial for completing this project with such high technical standards in such a short time!" commented Dr. Hendrik Weber, Senior Product Manager for Game Data at DFL, on working with FLYING EYE.

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