

APAC CIO Outlook

SPORTS TECHNOLOGY SPECIAL

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Top 25 Sports Technology Solution Providers - 2017

Having evolved through a long journey, today's sports observes an exiguous distinction between winning and losing, success and failure. This shrinking margin of error in sports is resulting in athletes and teams to seek out ways to gain an edge—as slim as it may be—over their competitors. Clearly, it is no longer enough to have teams performing at a supreme level, as it is not always the most talented team that wins, but the one that is most healthy. And, this is where sports technology companies step in. Amalgamating the use of sports science and technology to minimize injuries and maximize performance, enterprises, large and small, are thriving to push boundaries and lead this transformation of turning today's athletes into tomorrow's champions.

In one hand where Big Data and analytics is now firmly embedded across most major sports at the top level,

sensors built into mouth-guards or worn on the body, on the other, are helping researchers understand to what extent high-speed impacts damage the human body. In addition, the recent years have seen the growth of a number of impressive start-ups who are making waves in the world of sports, by bringing in disruptions from artificial intelligence-backed sponsorships to fan-controlled in-stadium selfies.

Therefore, to guide our readers and sports academies towards an insightful comprehension of the contemporary sports technology and sports business industry, the Editorial Panel of APAC CIO Outlook has funneled through ample and compiled a final list of this year's "Top 25 Sports Technology Solution Providers - 2017." The list promises to bring forth vendors and solution providers who are at the forefront of the industry in terms of innovation and services expertise and are capable of delivering top-notch technology solutions to meet today's industry requirements.



Company:

SportLogic

Key Person:

Mark Chen
Director & Co-founder

Description:

Offers unique business management software and mobile solutions for sports businesses in tennis, swimming, fitness, soccer, martial arts, squash, and more

Website:

sportlogic.com.au

SportLogic:

Complete Software for the World of Sports

Booking sports centers have never been seamless for the end consumer. Instead of the traditional bookings through phone calls or being physically on the spot, a person can simply switch onto a website that exhibits a list of all the tennis courts, for instance, near the person's location. Clicking on a specific option, a booking portal guides the user to a catalog of available time slots and then to a payment interface. Upon completion of the payment, the user's



device buzzes on to display a PIN in association with the payment acknowledgment receipt. As the person reaches the tennis center, the PIN unlocks the entrance through the gates' electronic access system, and the enticing fact is that there is a minimal staff present, as all monitoring operations are entirely automated.

SportLogic's software empowers sports firms to effectively manage all their daily operations and achieve unprecedented business growth and profitability in the process

That is one of the many remarkable illustrations of what Australia-based SportLogic has to offer for the industry. Witnessing the rising demands of BPMS and harboring a passion for integrating this technology in sports, Mark Chen founded the company in 2006. "Companies those days mostly used traditional technologies such as pen-and-paper or spreadsheets for database and communications management which hindered their business progress and productivity," speaks Chen, Director, and Co-founder of SportLogic. The company's highly reliable, unique business management software empowers numerous sports firms to efficiently manage all their day-to-day operations and achieve unprecedented business growth and profitability in the process.

SportLogic's flagship solution is the inTennis software. A testimony of the solution's novelty and value

is the fact that inTennis earned SportLogic the Australian Business Award for product quality and ensured a finalist spot in the prestigious iAwards within a year after commencing its operations. The software helps tennis centers, coaches, and clubs to manage their entire set of functionalities 24/7 such as customer bookings and memberships, customer communications, payments and invoices, coaching sessions, and database management under one system. InTennis also integrates with

external access systems, POS terminals, and the 'TennisVenues' which is an innovative website that allows an end consumer to find any tennis court within Australia, book time slots, and pay seamlessly online. Automating management of all factions of tennis centres both from the consumer's and the firm's ends, the system thus enhances business progress and minimizes no-show, extra staff costs by promoting online payments and integrating with the external access systems.

Apart from inTennis, SportLogic also builds mobile solutions for multiple verticals such as fitness, swimming, martial arts, soccer, squash, and much more. A trainer in any of these verticals can download SportLogic's app on a mobile device and manage upcoming class schedules, check student details, and mark on the individual student profile for taking attendance. For a student, the solution allows effortless registrations for training classes and makes payments for the same online. "Enabling users to work from anywhere, anytime, our mobile solutions enable them to adapt to the current tech-savvy world," comments Chen.

In the current global market thwarted, it has become imperative for businesses to continually evolve their offerings to keep pace with their competitors and take a step further. Since its inception, SportLogic has been continually changing its platform based on client feedbacks to roll out newer updates and features and aims to integrate data technologies in the near future. Such a customer-centric development approach has enabled the company to not only deepen its footprint in Australia as one of the most promising BPM vendors in sports, but it also boasts of clients spread in over ten other countries. ACO