

Telcotrend Case Study

A unified sport management system, developed for the future

An IT background to sporting success

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Table of contents

I. MKKSZ – The challenges of a sport federation

Pages 4-5

II. The SmartSport software solution

Pages 6-11

III. Federation leveling up

Pages 12-13

IV. The birth of a software for all sport disciplines

Pages 14-15

V. SmartSport – Developed for future challenges

Pages 16-17

The Mission of SmartSport:



Tibor Mohos, TelcoTrend CEO

What's behind sporting success? Can the energy invested in a gold medal, the work of a lifetime be quantified?

It is indeed the joint work of many: the family, the coach, the club and the federation are behind the sports star or a winning team. Sporting success is achieved together.

SmartSport aims to put sport informatics for sporting success behoof and synchronize community efforts. It provides a secure IT background that maintains and makes more efficient the work of the different sport stakeholders, not only in terms of administration and day-to-day communication, but also in terms of recognizing talents. Sporting is measured by success, and what can be measured, we can be better at. Therefore, we need to store and analyze data in transparent system.

In this way, data will become valuable information that can be used to make smart decisions by the stakeholders concerned. This is the mission of SmartSport: be part of the teamwork behind sporting success, and to provide a unified IT framework for the sporting community.



Challenges of a sport federation



Project information:

Client:

Hungarian Canoe-Kayak Federation

Contractor:

TelcoTrend Consulting Ltd

Project Manager:

Gábor Lukács

Project duration:

2017 - 180 days

The forerunner of SmartSport was a software solution called Canoe-Kayak Window, developed for the Hungarian Canoe-Kayak Federation (MKKSZ). This project helped us to understand in depth the processes of the sport discipline, the challenges of the federation and to assess exactly where and how IT can help. As the Secretary General of the sport federation, *Ádám KUBINA*, put it:

"Telcotrend's experts worked out the right solution for us by learning our professional language, our rules, our philosophy, our goals, i.e. our 'life' as a general rule."

The Hungarian Canoe-Kayak Federation boasts many sporting stars. Their success is due to their continuous efforts to make the sport more efficient. To this end, the Telcotrend development team was commissioned to develop an IT environment for a sport-specific, physiology and diagnostic expert system and talent management programme, in short: a unified sport management system. After detailed assessment of the needs and research, our experts, in collaboration with key professionals of the MKKSZ, have identified three major aspects that are crucial for qualitative transformation of the processes involved and the daily routine of the sport federation.

These three aspects have set the direction for further developments:



1. Create a useful and user-friendly interface for all members of the club, linking all stakeholders: administration, registry system, communication platform, organization of sporting events and flexible and configurable sport-specific tournament management module.



2. Provide system integration, bringing together functionality already scattered in different software: allowing, among other things, the integration of sport-specific measurement systems.



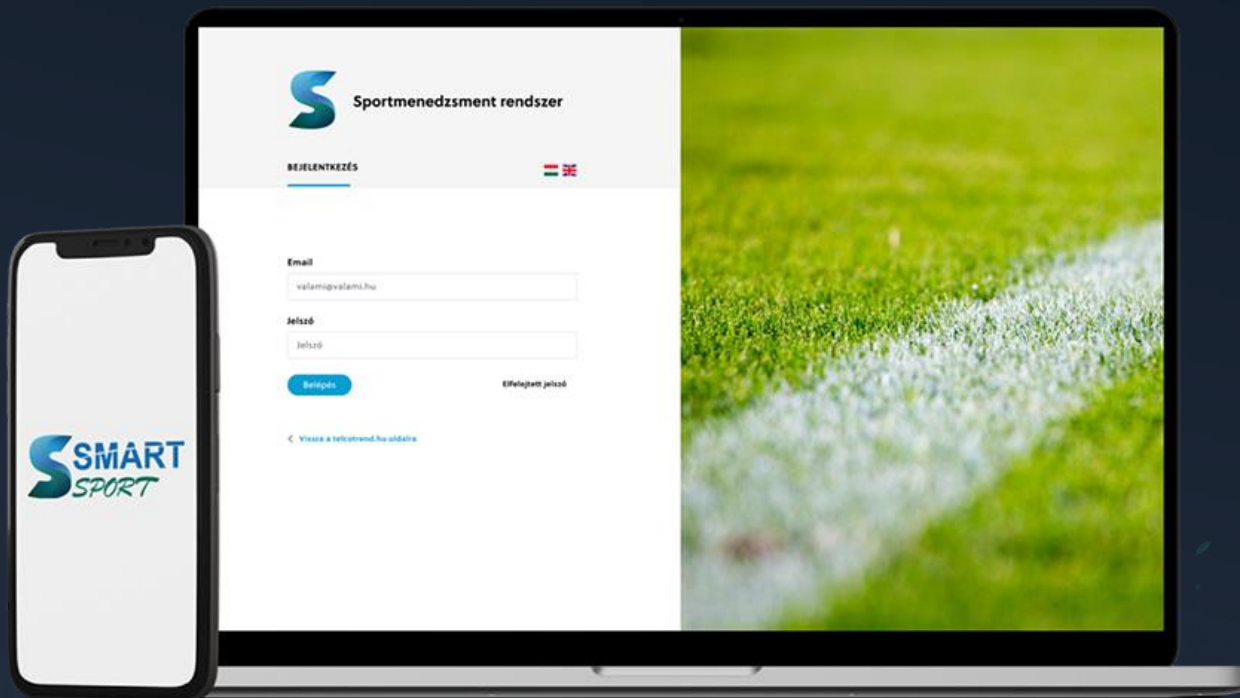
3. Building the foundations for talent management: a platform to collect coaches feedback, athletes' self-assessments, analytics, dashboards and a data model to transform quantifiable data on sporting performance into valuable information to facilitate the identification of talents.

Once the main directions for improvement had been pointed out, we ran further analysis regarding the individual aspects to develop a complex functional set-up in order to fully serve and support the sport.



Telcotrend software solution: the Canoe-Kayak Window

At the start of the project, the development team had one goal in mind: to create functionality that not only meets contemporary needs, but also paves the way for future successes. On the strength of this observation, we designed the deliverables related to each aspect.



01. A system that is useful for all members of the sport discipline.



- ✓ **Developing a hierarchy of access:** each stakeholder can only access to the respective functionalities. establishing transparency of responsibilities.
- ✓ **Develop a complex registry system:** register and configure user data in a single system, making administrative tasks easier and saving valuable time for users, so we shall not forget that it's all about sport.
- ✓ **Flowless communication between users:** messaging within the system, not only for the sport stakeholders but also for the relatives of athletes, which is particularly helpful in case of underage talents. We also made it possible to record feedback from coaches and self-assessments of athletes.
- ✓ **Sporting events management:** the software also facilitates the organization of the two most important sporting events, i.e. the training sessions and the competitions. A training diary, including training plans, training and competition calendar, as well as a competition management module are there to help anyone manage the complex process of organizing competitions, This avoids incorrect entries and entry excess, moreover transparent feedback from race officials, race licenses and results may be issued.

02. Seamless system integration



- **Sport specific systems:** integration of Omega's photo finish camera system and data loading from the 'MKKSZ Argustress' measurements system. Sport specific data, such as boat acceleration and speed, paddle force, athlete's pulse and skin temperature have been integrated into the system.
- **Measuring devices:** receiving data from GPS watches (Garmin, Suunto, Polar)
- **Data migration from the race management system**
- The sport management system has also been integrated with the **National Sports Health System records (OSÉI)**

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03. *Basics of talent management*



- **Valuable information from data:** analyzing results from training and competitions, creating a single data model.
- **Feedback by humans:** valuable conclusions can be drawn not only from measured data, but also from coaches' feedback and athletes' self-assessments.
- **Artificial intelligence:** laying the foundations for future development objectives – the aim is to develop a complex profile of athletes.

The whole development process has been motivated by a holistic approach of the system, resulting in a software solution, a product that is easy to adapt and remains versatile as far as sporting needs change.





Federation leveling up



The extended functionality and the unified system have brought tangible changes in the life of the sport federation within a short period of time, allowing for raising to the next level.

Before the launch of the Canoe-Kayak Window

The complexity of the sport federation's work and the high number of athletes made it essential to develop a unified IT system that is able to minimize issues encountered:

- ✗ communication challenges between the different actors
- ✗ time-consuming administrative tasks
- ✗ dispersed data storages and related functions
- ✗ difficult to follow sporting processes

Following the launch of the Canoe-Kayak Window

The testimony by **Ádám KUBINA**, Secretary General of the MKKSZ, is rather revealing regarding the solution offered by Telcotrend:

"Perhaps the best way to describe the project is to refer to the end product. The key-turn system is used willingly and regularly by all stakeholders of this sport discipline regardless of their ranks, interests and situations. Here at the federation, we wouldn't be able to imagine our work without it."

- ✓ a user-friendly communication platform for all sport stakeholders
- ✓ transparent registration system and data clarity
- ✓ sporting events with just a few clicks away
- ✓ IT support for talent management

Everything available in one system. And since transparency frees up valuable time, the stakeholders can be at the right place at the right time to deliver maximum performance.

IV.

The birth of a software for all sport disciplines



"Our goal was to create a software solution that could be used effectively in other sports as well, and that's how the sport informatics software SmartSport was born. Based on the success of the sport-specific Canoe-Kayak Window, and by extending the basic functionality, we developed a document repository, a multilingual user interface and a fully configurable register for fee payments suitable for the federations and clubs alike."



V.

SmartSport – Developed for future challenges



In every sport there is a mental dimension that goes beyond the physical one: you have to be focused – and that requires all stakeholders of the given sport not only to render a mental ability, but also to be well prepared and to have a strategic state of mind.

Successful strategic decisions serve contemporary needs and prepare for the challenges of the future.

In developing SmartSport, we have kept these two principles in mind.

✓ It meets today's needs...

- Support for external authentication processes using Facebook and Google accounts
- user-friendly and intuitive, therefore accessible from multiple platforms, including smartphones
- GDPR compliant as sports data management is compliant with applicable laws
- cloud-based, so no IT investment is required
- seamless integration with other systems

✓ Building the foundations of the future...

Smart decisions can only be made if we are in possession of the appropriate information. Therefore, Smartsport has laid the the foundations to ensure efficient flawless exchange of information between sports stakeholders and to provide for talent management.

The platform featuring data models and analytics is there to help key stakeholders of sport disciplines in their day-to-day duty in forming future champions out of talents.



"Sport is equal to strategy. A secure IT backend and a unified system make it easier to achieve successes we hold dear."



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