



Company Profile

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Transforming Data into **Information** and
develop it towards New **Insight**

#game**changer**

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Kobe Bryant
5x NBA Champion
18x NBA All-Star
48,637 Minutes Played

Photo: Team DataSukan

COMPANY

Background

01

DATA SUKAN Inspires to bring Malaysia unto it's rightful place on the world sporting stage. Data Sukan was a startup founded in 2019 via the major aspiration to add global values to become one of the key National Assets particularly in the Sport Industry.

The biggest stakeholder in Sport are you and us, the Fans. Unity is best described and demonstrated through sports. Our data collection and realization initiatives will lead to the culmination of sporting advancement, hand in hand with the country's efforts to usher in technological and economic development through sports.

Subsidiary of

ISN & SDTC

Data Prediction for next 5 Years

100+

Campaigns

11,000+

Feeds / Footage

500+

Users

200+

Active User / Month

100+

Partners

10

Brand Use

Christiano Ronaldo
5x Ballon D'OR
4x Golden Boot

Photo: Team DataSukan

The Vision

Re-energize as a Game Changer.

To assist our country to rise as an Asian Tiger and sporting powerhouse in Asia through holistic Digitalization embedment

The Mission

To be the leading hub in digital sports, where data are transformed to information into new insights to deliver positive outcomes in sports performance enhancement.

DS 

Micheal Phelps
 8x 2018 Beijing Olympic Gold Medal
 He went to 5 different Olympic Games
 Broke his first world record at age 15

Photo: Team DataSukan

OUR Insight Services

03

Standard of excellence and achieve sustainable competitive advantage to our customers. We provide real-time data with indepth analysis to ensure our clients received and accomplished their mission thru the best possible sports data experience.

Our consultants are experts in their field and have successfully led hundreds of data complex projects, delivering real business value using cost effective technology.



Insights & Data

At most basic level, analytics refers to the use of data and statistical analysis to guide with decision making and predict outcomes.

In sports analytic, data and insights are used to measure performance, aid coaches to improve athletes abilities in specific area, as well as maximize the strength and minimize the weaknesses. Here, Data Sukan will aid client with Insight gained by analyzing data and information, which then can be used to make a better decisions.



INDUSTRY ASSESSMENT

- Data & Technology
- Deployment & Changes
- Analytics Teams & Partners



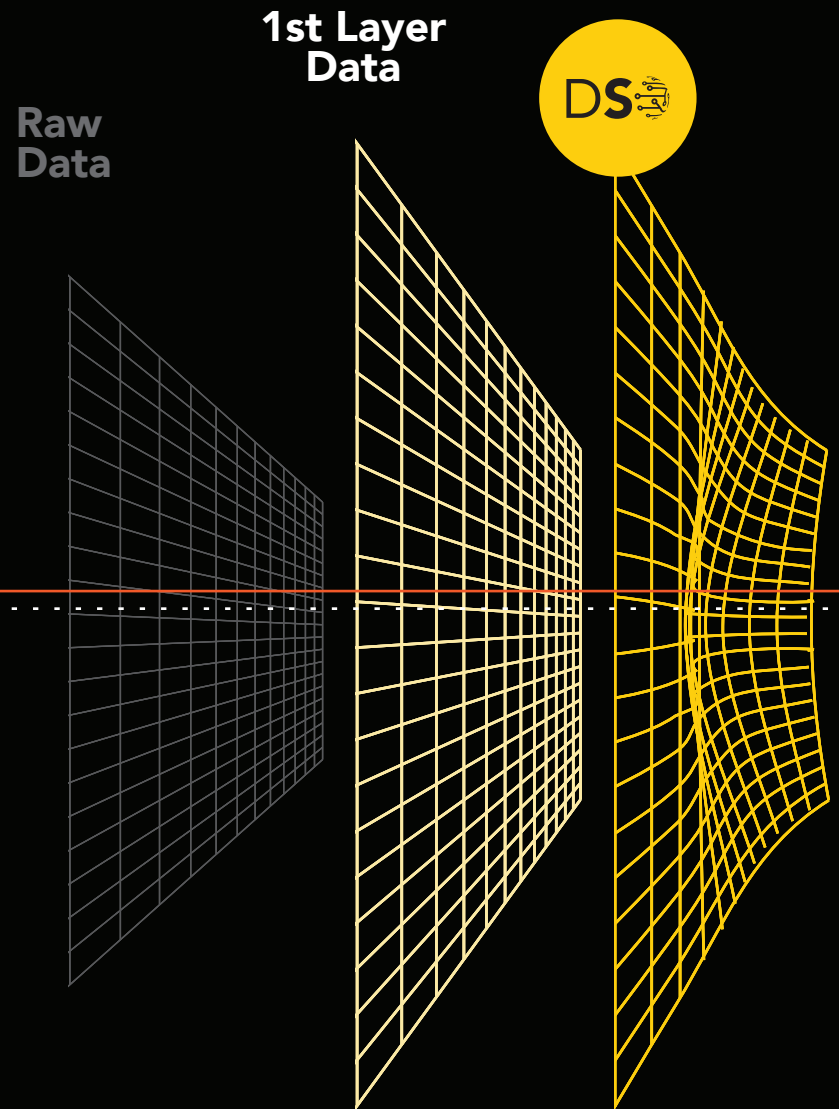
SPORTS INDUSTRY ROADMAP

- Quick wins mid-term & Long Term Priorities



TAILORED SOLUTIONS

- End to End Project
- Deployment
- Sports Management Services
- Athlete Management Services



1

Data Architecture Design

Data architecture is an important tools not only to collect data, but to use it in a way to improves one performance. Our services will aid you with better data collection, eliminating the process of collecting random data.

2

Development Management

It's a challenging journey to get from vision to deployment. We exercise our expertise to help you build a sustainable process to make it happen.
Beta 1 to DS1 to DS2 and so on...

3

Development Services

Our development team builds tailored solutions for you. A well-defined data architecture provide ability to gives positives outcome and serves as blueprint and guide for future project. As your one-stop software development partner, you can trust the ecosystem development lifecycle to us.

Leonel Messi
6x Ballon D'OR
6x Golden Boot
34x Trophy Career

Photo: Team DataSukan

OUR Solutions

04

Data Sukan team are always ready to assist you with consistent, reliable and tailored solutions to add value into your change strategies.

We are always in sync with latest data management industry. Hence, with knowledge and utilization of latest tools, we can provide you with advice, softwares and systems you'll need for an effective improvement according to global best practices.



DM



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AD



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SB





Data Management

1

Collect, capture, transfer, analyse and validate data through a fully integrated data system.

Build real-time data pipelines in days instead of weeks to accelerate data-driven decisions.

Via **DSOne**, our data management and visualization services ensure that time, resources and costs for data governance are cost effective.

Big Data Analytics
Big Data Configurations
Data Migrations
Social Media Analytics
Data Security
Data Modernization
Data Lake



Usain Bolt

Bolt was the first athlete to win three titles in both the 100 meters and 200 meters at the World Championship competition

Photo: Team DataSukan

2

Advanced Analytics

Advanced analytics incorporate collections of techniques used to model internal and external data to yield valuable insights.

By using analytics and performance statistics, our stakeholders can implement a method to enhance and identify key performance indicator in a long run.

Sports analytics not only helps sport practitioners gain a competitive advantage, but also lead to emerging opportunity in benefiting broader businesses connection across industries.

High-Performance Sports Analytics

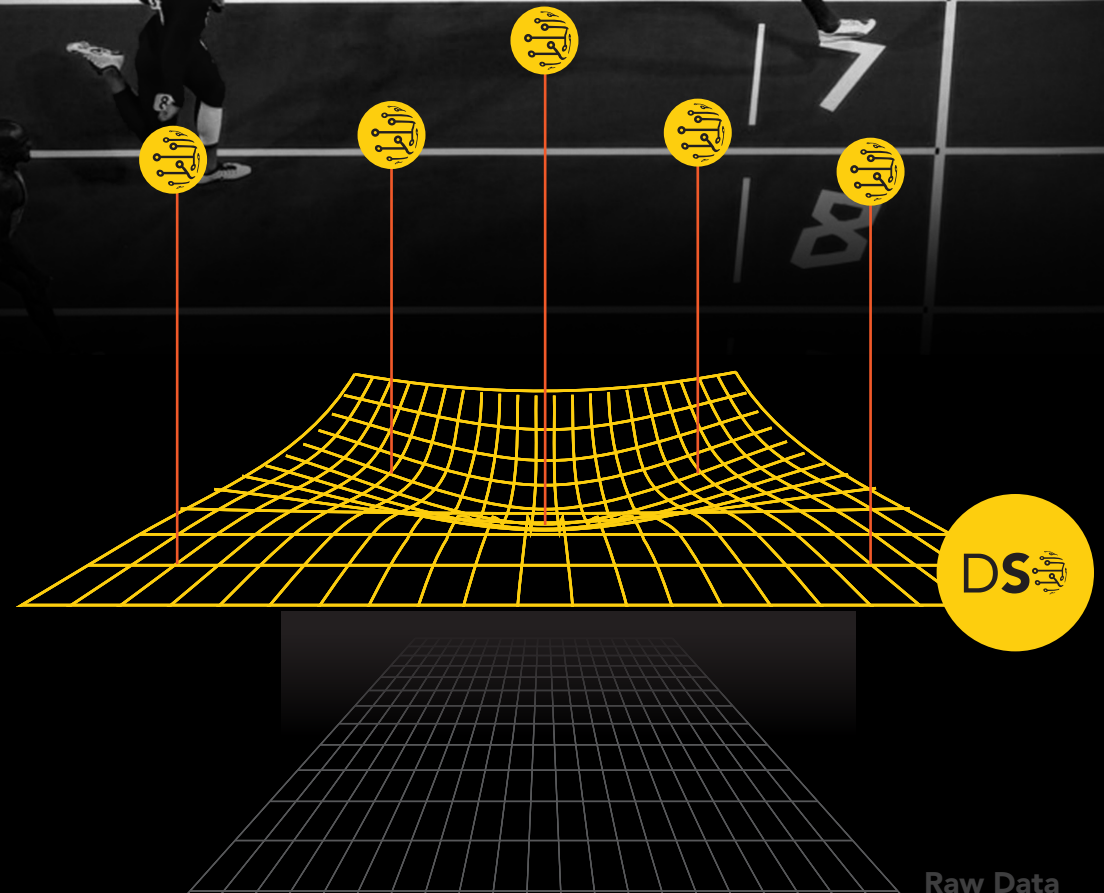
Talent Identification & Development

Broadcast Data Analytics

Research and Planning

Customer 360 Analysis:

- Marketing, Branding & Sponsorship
- Market Valuation



How much data is out there?

In 2017, we reported that there was 2.7 Zettabytes (ZB) of data in our digital universe. PwC believe that this reached 4.4 ZB in 2019, but more staggeringly predict that this will grow to 44ZB of data this year.

Photo: Team DataSukan



Application Development

3

Real-time sports application that provide a profound user experience for all.

AgileMAS

Unified Sports Digital Platform that help to monitor players & athletes registration, games calendar, schedule, team and individual match reports, marketplace and other related sports services offering.

We groom our apps with cutting-edge UX/UI to look appealing in any devices, be it a computer, mobile phones or tablet for an amazing experience for athletes, coaches and fans.

Low Code Development

UI/UX Design

Web and Mobile Application Development

Product & Platform Re-Engineering

Application Modernization

System Management & Maintenance



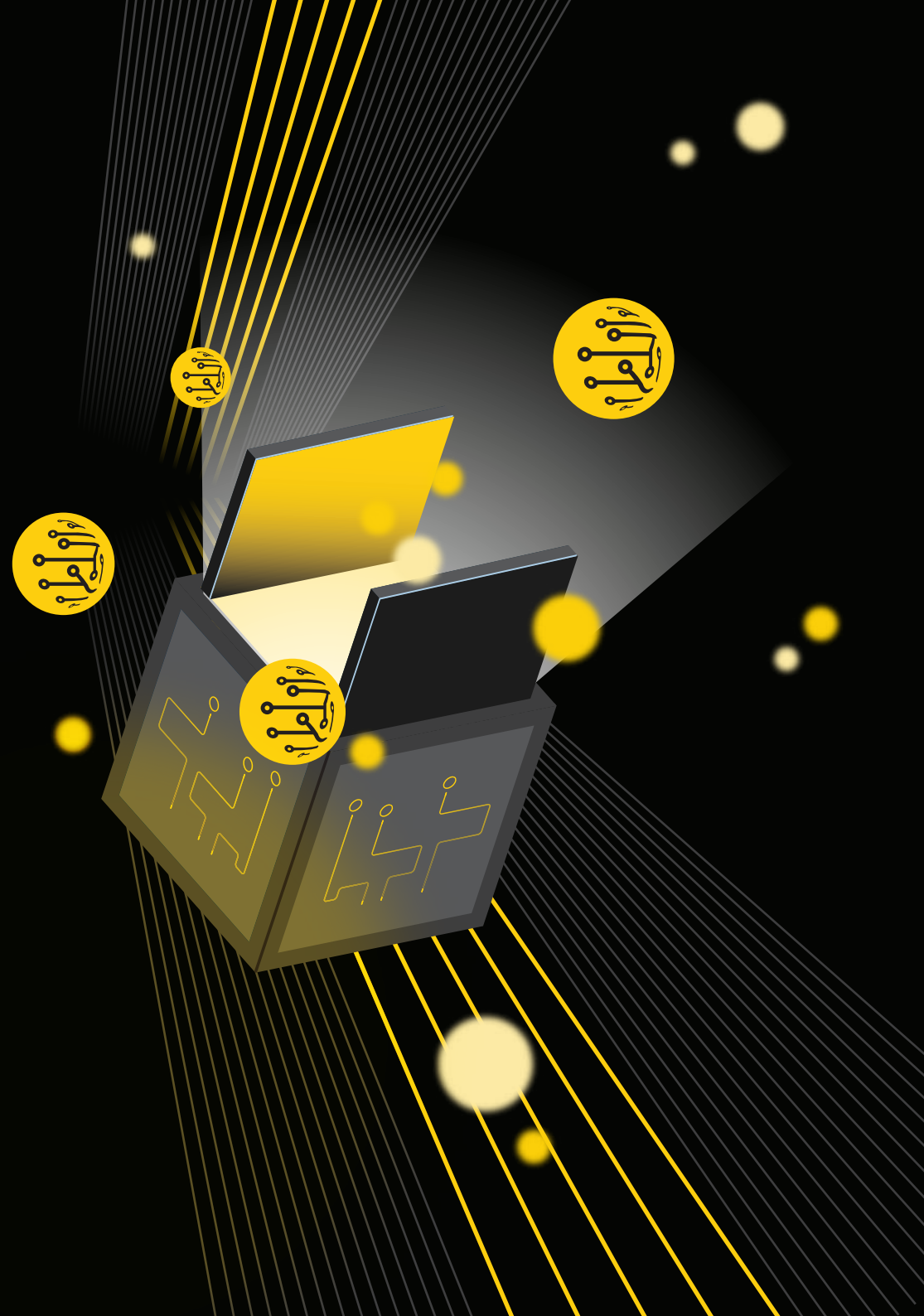
Event Management

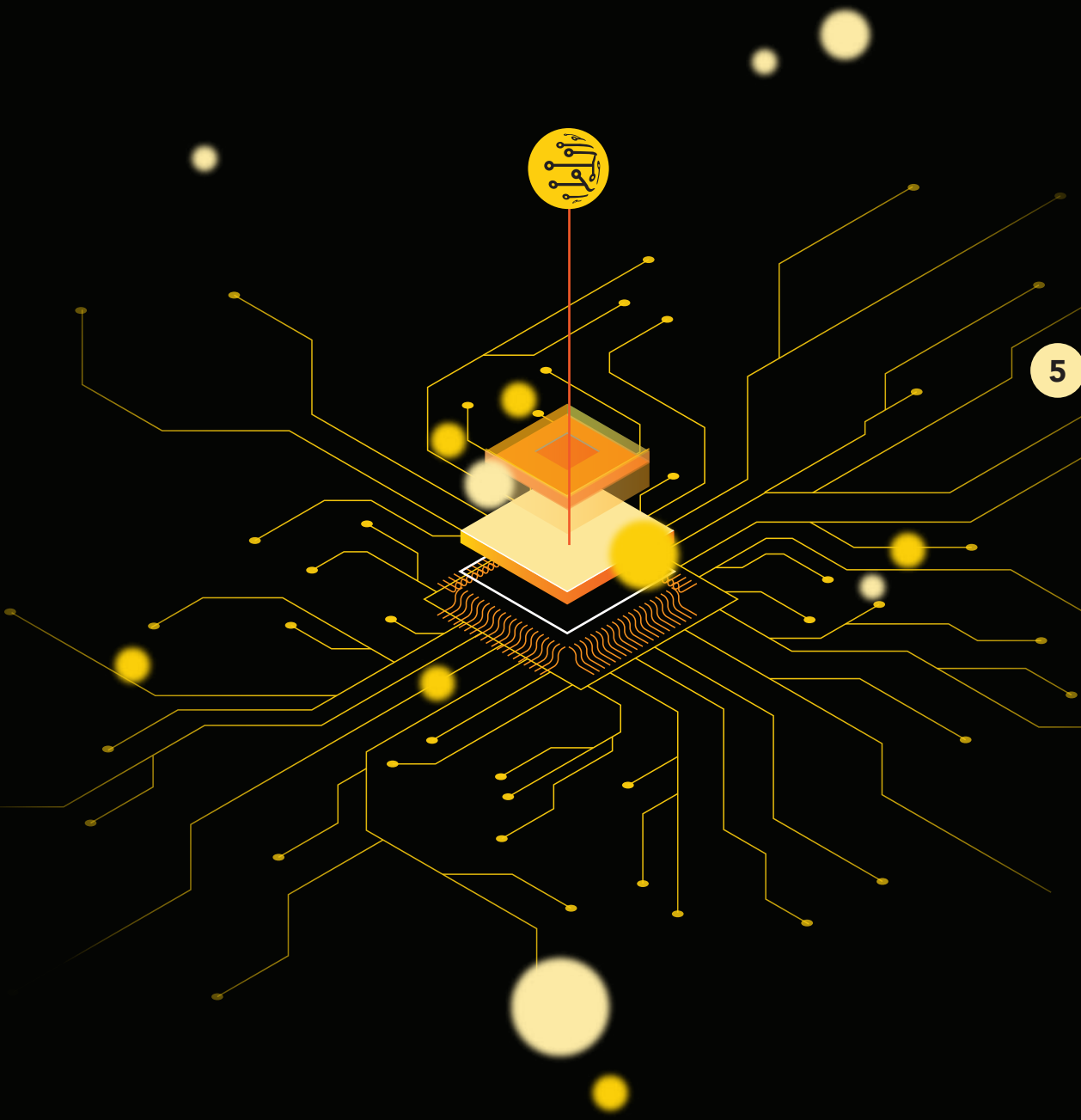
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Sports event is about making most of every event a meaningful one and to ensure the event delivers the best ROI and ROBI for their company.

We will aid your company from event conceptualization to completion which includes managing venues, suppliers, logistics, technical support and many more.

Sports Event
Production
Promotions & Campaigns
Sponsorship
Media Buy
e-Ticketing
e-Sports





Sports Nation Building

5

Sports event is about making most of every event a meaningful one and to ensure the event delivers the best ROI and ROBI for their company.

We will aid your company from event conceptualization to completion which includes managing venues, suppliers, logistics, technical support and many more.

National Sports Vision
Industry Policy & Framework
Strategic Planning
Inter-industries connector

OUR

Partners & Clients

05

You can always rely on our successful track record in driving the industry.



Visi Sukan Negara 2030
National Sports Vision

MAGIC
MALAYSIAN GLOBAL INNOVATION AND CREATIVITY CENTRE

SDTC
NATIONAL SPORTS DIGITAL TRANSFORMATION CENTER



Tuxuri

astro



InStat

Usain Bolt

9x Olympic Gold Medal

8x World Championships Gold

9.58s Current World Record Holder 100m

Photo: Team DataSukan



Fencing

Original Olympic Games in ancient Greece

Many of the ballet positions are derived from fencing.

Photo: Team DataSukan

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You're in Experienced Hands

Our talented team of experts bespoke solutions, costeffective, sports loving consultant coupled with friendly customer service, will ensure you receive the best possible sports data experience.

Get in touch with the Team DataSukan



Data Sukan Consulting Sdn Bhd (1339375-U)
Unit 3-12-09, UBP Tower 3,
UOA Business Park Shah Alam,
40150 Shah Alam, Selangor Malaysia



+603 5567 0103



www.datasukan.com



@DataSukan

