



Empirics to power Port Adelaide's data-driven insights

19 February 2020: Empirics, a leader in data integration and analytics, has announced a new partnership with Port Adelaide to establish the AFL club as a leader in data-driven decision-making across all aspects of its on and off-field operations.

Empirics has helped Port Adelaide to develop a cloud-based integrated data platform, which automatically collates and analyses data from more than 20 sources across multiple channels in near real time. The platform enables data-driven analysis, forecasting and decision making across the club, supporting coaching, high performance, medical and rehabilitation, scouting and recruitment, and administration and operations.

Unlike other data platforms used in the sporting industry which focus on analysing individual data sources in isolation, Empirics has created an environment where data is integrated and compared across the gamut of inputs. Unlike other solutions which force clubs to adjust their inputs and needs to their specific software, with Empirics they can bring existing software they are comfortable with, and lay it over the top of the data model.

Port Adelaide Performance and List Analytics Manager Michael Regan said the partnership would enable the club to bring a true Football Department wide data solution to day to day and strategy decisions.

“The Empirics solution gives us the first opportunity to preserve our workflows, but bring our data together and put it in the hands of our decision makers, in formats that connect with them on an individual level. It has allowed us to minimise or completely remove barriers to data input, and de-silo our department. Most importantly, we are able to cope with the varied and ever-changing nature of our data environment.” Mr Regan said.

“Empirics has put us on the path to completely centralising all our data and creating a holistic database to enable data-driven decision making across the club going forward. Now, with all our data sources talking together in an integrated platform, we can make better informed decisions about how players are tracking in their development, adapting training and team selection decisions as circumstances change, and discovering the next diamond in the rough.”

Empirics CEO Darrell Ludowyke said that Port Adelaide immediately recognised how the application of Empirics' advanced data integration expertise, which was first used in the financial services industry, could set it apart in maximising sporting performance and club management, and this highlights how Australian sporting clubs like Port Adelaide are at the forefront of innovation.

“We're very excited to announce this partnership with Port Adelaide, which will revolutionise how clubs integrate, analyse and visualise data from numerous sources to optimise on and off-field performance, and drive competitive advantage across the club,” Mr Ludowyke said.

“Port Adelaide came to us looking for a very different solution to what we have implemented at other clubs. We think it will revolutionise how clubs integrate, analyse and visualise data



from numerous sources to optimise on and off-field performance, and drive competitive advantage across the club,” Mr Ludowyke said.

“Australia’s sport-tech industry is world renowned, and AFL clubs in particular have a track record of trialling emerging technologies before they become commonplace in professional leagues around the globe. We look forward to helping Port Adelaide achieve their goals, and encourage clubs from all sporting codes to consider whether they are getting the most of their data.”

Empirics is part of Link Group, a leading administrator of financial ownership data.

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About Empirics

Empirics is a leading provider of end-to-end data solutions including market-leading data integration and analytics, predictive analytics, visualisation and data optimisation for the Australian superannuation industry and other sectors.

Empirics is a subsidiary of Link Group, a market leading global financial technology company active in the securities registration, fund administration and property sectors, along with providing a suite of value added services.

For more information, please visit: www.empirics.com.au

About Link Group (ASX: LNK)

Link Administration Holdings (Link Group) administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients’ needs.

Our core business, which consists of retirement and superannuation solutions and securities registration, is complemented by our expertise in digital solutions and data analytics. Our clients represent all industries and include some of Australia’s largest superannuation funds and the world’s largest corporations.

For more information, please visit: www.linkgroup.com