CUSTOMER WIN STORY

TRAILBLAZERS IN WOMEN'S SPORTS

Executing an Innovative Player-Driven League Scoring Model

4	**212**	**132**	**1500+**
PRO SPORTS LEAGUES	**ATHLETES**	**GAMES / SEASONS**	**HOURS OF TV COVERAGE**

Athletes Unlimited (AU) is a network of professional women's sports leagues, pioneering an innovative league design model that empowers both players and teams to win using real-time performance data.

CHALLENGES

- Unique proprietary league scoring
- Technology needed for launch
- Diverse data sources
- Real-time, accurate data
- Single cross-league platform

LBI'S SOLUTION

- Centralized platform for all sports
- Powerful play-by-play data reporting
- Real-time analytics
- High-speed data processing
- Scalable, modular architecture

RESULTS

- First-mover in innovative league model
- Launched four leagues in 18 months
- Exceptional feedback from players, teams, fans
- Scalable & maintainable for expansion
- Investment in Fantasy Sports division

CLIENT CHALLENGES

AU needed a dynamic, reliable system for real-time business and game synchronization. Data speed and accuracy were critical to the success of the league model, impacting everything from player compensation to team rosters.

LBI'S TEAM WAS TASKED WITH SOLVING FOUR SYSTEM DESIGN CHALLENGES:

1 Integration and standardization of high-volume, diverse data from different leagues.

2 Real-time, accurate data processing as latency or errors impact player compensation, team formation, and the fan experience.

3 A centralized, customizable platform for tracking and reporting performance across all sports.

4 A scalable solution for future expansion in leagues, additional sports, number of athletes, and data volume.

As the development partner for three of North America's highest-grossing sports leagues, LBi was the ideal choice to bring AU's vision to life.

SOLUTION

LBi leveraged its deep experience in sports and technology to deliver a custom solution for AU that successfully translated its vision into reality.

CENTRALIZED

platform that met the unique needs of every league

ZERO LATENCY

zero error API capturing each play in every game in real-time, allowing for reporting at any level possible

ACCURATE

in-the-moment performance data driving player compensation, leaderboards, team composition, captaincy, and more

SCALABLE

modular architecture to accommodate growth without disrupting existing functionality

RESULTS

"IT JUST WORKS"

- AU is the first-mover in a new, innovative model for pro sports
- AU successfully launched all 4 sports leagues
- Exceptional feedback from players, teams, and fans
- Scalable solution for expansion of leagues and new sports
- Success led to investment in a new Fantasy Sports division

JOHN SPADE
Chief Technology Officer
Athletes Unlimited

"LBi has been an amazing partner who understands the intricacies of operating multiple sports leagues and is still nimble enough to adapt to our specific needs. That custom attention allows us to innovate in ways that would not be possible with off-the-shelf solutions. They also understand the critical nature of live events and the sense of urgency that comes with getting it right the first time, but adapting on the fly when necessary."

Nicholas McKeon - nmckeon@lbisoftware.com