



SYNERGY SPORTS

Synergy Stats

NBL1, in partnership with Synergy Sports, a global sports data, analytics and video company specialising in basketball is pleased to announce the launch of **Synergy Stats**.

Synergy Stats is a sports data collection app designed to allow statisticians to collect live event data courtside during basketball games and make these stats available through the NBL1 digital eco-system across web, mobile and streaming.

Synergy Stats will replace FIBA LiveStats for all NBL1 and Big V State League games from the 2021 season and be available at no cost to clubs and statisticians. It will also be made available to others affiliated leagues and competitions within the State Basketball organisations.

"NBL1 is pleased to have partnered with Synergy Sports to roll out Synergy Stats across Australia. A product that has been specifically designed to drive the back end of our digital platforms and simultaneously serve the needs of coaches in game" NBL1 General Manager Dean Anglin said.

PRODUCT INFORMATION

Synergy Stats is a web-based statistics application that is used to capture live event data by qualified basketball statisticians during the game. Synergy Stats sends the live event data seamlessly to Synergy's Competition Admin tool allowing Leagues to use the data collected to power websites via Statistics, Standings, Stats Leaders and Schedule APIs

Synergy Stats can be accessed from any laptop or desktop with an active internet connection, but can be used offline as well. As with all our products, Synergy Sports strives to change the way sport is organized, played, coached, commercialized, and experienced around the world. Synergy Stats allows this to happen. Based on a workflow driven approach Synergy Stats is a user-friendly tool that minimises mistakes and enhances game data.

Synergy's competition admin tool is the central point that Synergy Stats connects to. Competition information is created, stored and calculated in Competition Admin and this data is then pushed to Synergy Stats. In return, data that is created during a game via





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Synergy Stats is then passed back to Competition Admin where it is stored and used to power the leagues official websites and mobile Apps so fans can follow the game live and also see which players and teams are the best performers and where their team is in the season standings/ladder. It is important to note that Competition Admin is not a replacement for your competition management tool.

Synergy Stats is a new product being developed in conjunction with NBL1 League Management and Statisticians that will drive a more efficient end to end product for the League.

All Statisticians associated with NBL1, Big V and other State Leagues will be provided training over the coming months, by Synergy Sports, or nominated Super Users as outlined below.

As the product develops, Synergy Sports will be seeking feedback from users on the features and adjustments that need to be added or adjusted. This feedback will be vital to Synergy providing users with the best product possible.

Over the subsequent weeks leading into NBL1 seasons and the months to follow we will be adding more reports, features and functionality that are focused around the statistician and coach ensuring we deliver to the needs of our core users.

Further product information, user guides as well as FAQ's will be explained and supplied as part of your training.

TRAINING

As the change to Synergy Stats App affects all statisticians, we have organised a series of webinars titled "Introduction to Synergy Stats App"

Please find dates and links to register below. The first 3 webinars will be dedicated to Big V and then the following for the NBL1, starting off with training for the NBL1 Superusers – Superusers will be identified by your state stats coordinators.





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**Times in AEDT*

Big V Training Dates

[Monday 1st March 7.30pm](#)

[Tuesday 2nd March 7.30pm](#)

[Friday 5th March 7.30pm](#)

[Saturday 6th March 10am](#)

[Saturday 6th March 3pm](#)

NBL1 Training Dates

[Tuesday 16th March 9.30pm](#) – *Superusers Only*

[Fri 19th March 7.30pm](#)

[Friday 26th March 7pm](#)

[Sunday 28th March 1pm](#)

[Sunday 28th Match 6pm](#)

[Tuesday 30th March 9.30pm](#)

**Times in AEST*

[Saturday 1st May 10am](#)

[Sunday 2nd May 10am](#)

[Sunday 2nd May 3pm](#)





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If you are unable to join a training session, can you please ensure you are registered as a recording of the training session will be delivered to your email along with the opportunity to provide feedback.

SUPPORT

Statisticians will be supported by their regional stats coordinator within their community. Coordinators will be trained on the application and support processes.

League Administrators will provide all statisticians with user access including user name and passwords.

Synergy Sports will provide active support through the initial launch and implementation phase of the project (June 2021) followed by online technical support at all times. This support network and channels will be provided in separate communication.

FEEDBACK

To ensure your feedback is heard we will be setting up a feedback process that includes weekly online discussion sessions. These sessions will involve a number of stakeholders who will clarify the need and importance of the feedback collected.

ABOUT SYNERGY SPORTS

Synergy Sports was created by merging Atrium Sports, Synergy Sports Technology and Keemotion. Atrium Sports was founded by a group of sport industry leaders, backed by Eldridge and Elysian Park Ventures. In 2019 Atrium Sports, founded by a group of Australian Sports tech executives, partnered with FIBA to deliver the FIBA Connected Stadium, an initiative to make high quality production available to all professional leagues and federations around the world. They also acquired video automation leader, Keemotion and Synergy Sports Technology, the dominant global provider of data, analytics and tools, for





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the NBA, MLB, G League, WNBA and NCAA DI and DII. Synergy Sports is a single source for computer vision, AI-driven video and data solutions. Access to this ecosystem of game-changing technology, partnerships and expertise reduces the complexity and costs of video capture, live game production and content distribution. This improves performance on the field, creates exceptional experiences off it and delivers commercial opportunities for sustainable growth. To learn more, please visit www.synergysports.com or follow Synergy Sports on [Twitter](#) and [LinkedIn](#).

