

## Sports 360°

### Description

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The game has changed. Sports businesses need to transform themselves in order to stay competitive and do it quickly, as the pace of change in technology and use of data analytics as a critical success factor has dramatically changed over the recent years. ATMECS enables our sports business clients with sports analytics to lay the right technological foundation and culture for achieving long term success and providing sustained business value.

## ATMECS Approach towards Sports analytics

### Sports 360 : 360° Vision

To accelerate the potential of sports organizations – teams, clubs, leagues federations, academies, institutions, partners – and optimize the value created for the communities they serve by leveraging the power of technology and data.

### Mission

To be the top strategic technology partner of choice for sports business clients – in the front office, on the field, and the back office – providing solid foundational solutions and services with Sports analytics to accelerate your team with custom services and ensuring you are always ahead of your competition.

The ground reality is that many established sports businesses are not fully-equipped to cater to the needs of today's sports fan. They need support:

- To engage with the global fan population
- To collect and manage fan data intelligence
- To use that data intelligence to serve the right content – what the fans want, when they want it, how they want it
- To create a breakthrough digital experience to go with the action on the field
- To monetize content, products and experiences through advertising, e-commerce and commercial business models

Making this even more difficult is finding a technology partner that understands the unique needs of sports businesses and that has invested and equipped themselves to solve those needs. ATMECS has built a team dedicated to working with our Sports clients.

- Our team members are fans, entrepreneurs, and former players of global sports.
- Our team has direct experience inside the sports and broadcasting industries
- We have seen what works, what doesn't and can help use our engineering resources to ensure you keep pace.
- We collaborate with best in class technology solution providers
- We partner with our clients – in the trenches, on the field, and in the boardroom – providing thought leadership, engineering customized solutions and applications, managing technology investments and operations making ATMECS, a one-stop-shop for all sports analytics and technology needs

## Our Services

The confluence of our domain experience, depth of understanding of the sports business, our relationships in the sports industry with our core business of delivering engineering-driven solutions & services is the key difference between ATMECS and our nearest competitors

Engineering Services  
Managed Services  
NextGen Services  
Engineering Services

### Product

- Integrated Product Engineering
- Application (Web, Mobile) Design & Development
- Integration with Legacy Systems
- End-to-End Product Development

### Quality

- Manual Testing For Automation Enablement
- Mobile Testing
- Quality Assurance
- Automation Engineering

- Performance Engineering

## Managed Services

### Cloud

- Private and Public Cloud
- On-premises & Hybrid Cloud
- Design & Migration
- Back-up & Recovery
- Systems & Storage
- Enterprise Applications & Network
- Security & Compliance

### Enterprise

- Advisory Consulting & Project Management
- Infrastructure Automation & Deployment
- Network Ops & Call Center Support Services
- Service & Help Desks, DevOps & SecOps
- Systems, Data Administration & Management

## NextGen Services

### Digital

- End-to-End Mobile Strategy & Implementation
- Enterprise Mobile Device Management
- AR/VR/MR & Artificial Intelligence
- Blockchain
- NFTs
- Robotic Process Automation

### Analytics

- Advisory Consulting on AI & Data
- Data Engineering. and Information Management
- Artificial Intelligence Design, Development & Implementation
- SaaS & PaaS
- MIS & Data Centers

## Our Work

ATMECS recognises that front offices of sports organizations are lean. When the season is on, it becomes quite stressful for these personnel to operate and manage the different technologies especially when the ecosystem is so fragmented as it is in sports tech. This is where ATMECS comes

in not only as a solutions provider but also as a one-stop services provider. We enable our sports clients to focus on their core ?? sports business ?? while our teams complement them on the technology side.



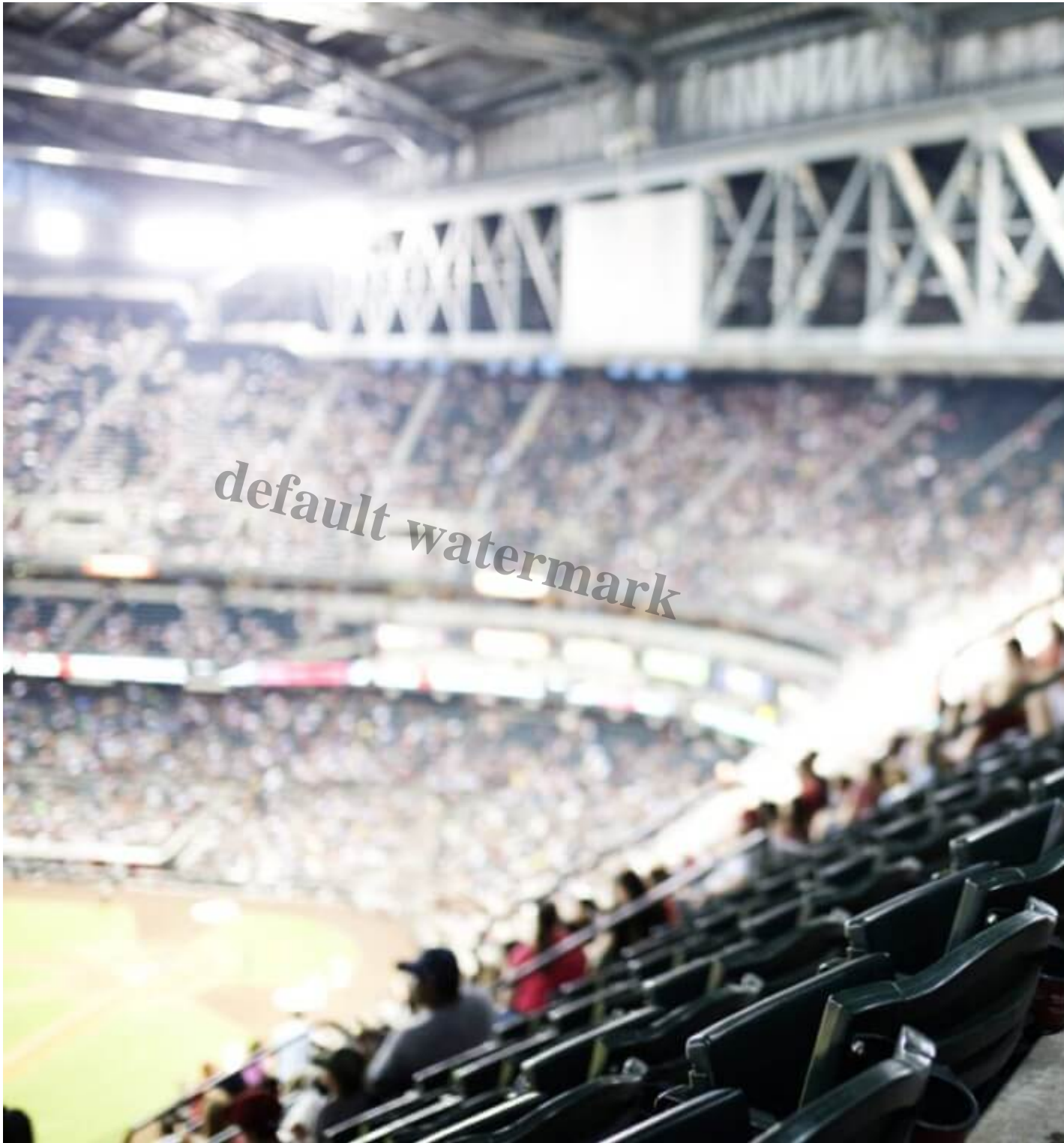
### Mobile Application for Content Distribution



**Website Application**



**Integrated Platform**



**Analytics Platform**

## **Our Team of Experts**

Our subject matter experts are seasoned industry professionals who can provide thought leadership and strategic or tactical support on your next digital transformation initiatives.



## **GOPALAKRISHNAN DURAI**

SVP & PRACTICE LEADER

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Bio

## **GOPALAKRISHNAN DURAI**

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Meet our VP and Media Broadcasting & Education Publishing Practice Leader, Gopal Durai. Gopal is an ambitious Industry Sales Leader who creates strategic alliances with Media Broadcasting, Education Publishing & Information Services, and Insurance, client/ industry leaders to effectively align with and support key business initiatives. He comes with over 20+ years of experience in Account Management, Project Lead and Delivery before taking on his leadership role at ATMECS.

Prior to joining ATMECS, he has worked with organizations like Capgemini, DXC Technology, Larsen & Toubro Infotech, Tata Consultancy Services, and Sail. Gopal has finished his AMIETE in Electronics and Communications Engineering from the Institute of Electronics and Telecommunication Engineering and M.Tech in Computer Science from Jawaharlal Nehru Technological University.

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**NATARAJAN CHOODAMANI**

VICE PRESIDENT, ENTERPRISE BUSINESS

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Bio

**Natarajan Choodamani**

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Natarajan Choodamani (Choo) is currently Vice-President, Enterprise Business at ATMECS. Choo is responsible for managing and growing ATMECS footprint in the Infrastructure and Technical Support businesses. Choo has spent a large part of his career in Teledata Technologies, Accenture, HCL and CSS Corp. He was a part of CSS Corp's North America leadership team managing the West Coast business units before coming on board ATMECS.

Choo is all about Customer Success, Business Development & managing Clients' expectations. He is someone you can always look up to for advice and solutions to complex problems. Choo holds a Bachelor's and Master's Degree in Computer Science and Engineering and a Post Graduate Diploma in Business Systems, Information Systems and Finance. When not working, he enjoys spending time at home with family and is a big-time sports enthusiast and an active player in the tennis circuit in the Bay Area.

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**VENKATESA VISWANATHAN (VISHY)**

CHIEF DELIVERY OFFICER

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Bio

**VENKATESA VISWANATHAN (VISHY)**

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A three-decade-long career has seen Vishy deliver complex projects spanning the various facets of the IT Industry â?? Product Engineering, Software Services, Infrastructure, Business Operations, and Customer Support. His expertise lies in managing large accounts, providing governance leadership, and increasing productivity.

An excellent communicator, a people-oriented leader with a penchant for technology enablement, Vishy believes People, Delivery, Innovation are the cornerstones for fruitful customer engagements.

Prior to joining ATMECS, Vishy has worked with Kony Labs, Ness Technologies, AINS Inc., and ITC Limited. His key achievements include setting up the India Enterprise Centres for Franklin Templeton and Invesco.

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**SAI S SAMPATH KUMAR**

ASSISTANT VICE PRESIDENT, PRODUCT MANAGEMENT

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Bio

**Sai S Sampath Kumar**

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Sai has about 20 years of experience across multiple industries and geographies with functional expertise in Business Analytics, Product Management, Business Strategy and Organizational Leadership. At ATMECS, he plays at the convergence of Sports Business, Digital Technologies and Next Generation Analytics.

Prior to joining ATMECS, he held influential analytics and product management roles with companies like Progressive Insurance, Farmers Insurance in the US, has been a second generation small business owner in manufacturing and has worked with top sports organizations in India as an entrepreneur. Sai holds an MBA degree in General Management from Cornell University, an MS in Applied Statistics from Bowling Green State University, USA. He is also a certified Lean Six Sigma Black Belt.

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## Are you interested in what we do? Reach out to the passionate minds!

With vibrant, energetic, agile, nimble teams, we are constantly looking to solve complex problems. Contact us to know more!

[Let's Partner](#)

[Join our team](#)

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admin

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