

ORTEC Sports Business Case – Performance Analysis: Ajax




Introduction

AFC Ajax is the biggest club in the Netherlands. The club from Amsterdam won the Dutch Eredivisie 34 times and the Dutch cup 19 times. Their recent runs in Europe, with a Europa league final (16/17) and a Champions League semifinal (18/19), have made them a top European contender again. Playing in three leagues each season (Dutch Eredivisie, Domestic Cup and European Leagues) and the second team playing in the Dutch Keuken Kampioen Division creates a high workload and constant time pressure for the whole organization, specifically for the players and staff.

Despite the pressure of performing as the most successful club in the Netherlands and wanting to be a European contender, AFC Ajax also wants to stay true to their philosophy and play style. The Ajax-DNA prescribes a dominant play style which is characterized by attacking and pressuring the opponent. When executed correctly, this results in attractive and dominant football. In games against the top European teams, it can help Ajax compensate for the difference in player quality caused by a difference in financial budgets. However, it is also a very demanding play style; both physically on the pitch and behind the scenes.

Challenges

 **Capacity** - Due to the amount of games and intense program of the first and second team there is a constant time pressure. Under these circumstances the **staff does not have the resources nor the time to analyze the games of all their opponents** within the needed time.

 **Play Style** - Trying to keep up with the European elite while staying true to their unique philosophy and play style demands continuous improvement. AFC Ajax needs **a way to measure and improve their playing style** to compensate for a lower player budget.

Solutions



ORTEC Sports solves the **capacity** challenge by:

Live analysis of all games of the Dutch Eredivisie, KNVB Cup, UEFA Champions League, and Keuken Kampioen Divisie.

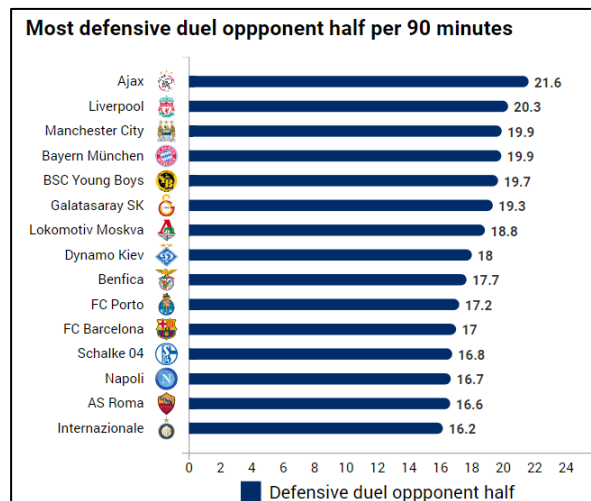
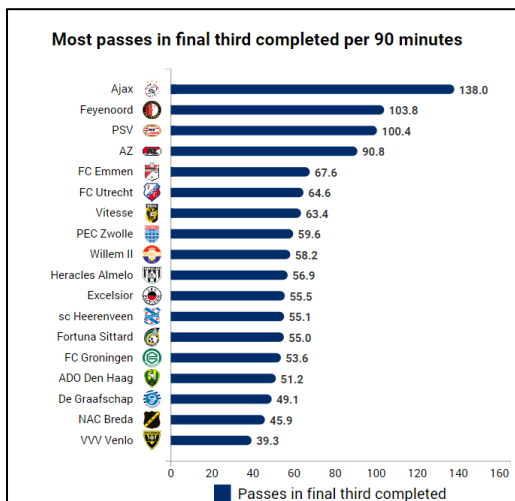
Providing **statistical reports and analysis with supporting videos and tools**, instantly presented to the staff.

A **consultancy service for tailor made analysis** on opponents and their own teams.



To solve the **play style** challenge ORTEC Sports provides:

A consultancy service with tailor-made algorithms and statistic reports to quantify the characteristic playing style, based upon the input of the AFC Ajax staff. In this collaboration, the Ajax-DNA (high pressure, dominant on the ball) is expressed in measurable statistics, such as passes in the final third and defensive duels on the opponent half.



Results

As a result of this collaboration, Ajax ranks highest among Eredivisie teams on the **PPDA** statistic. This is an objective statistic used to measure the amount of pressure displayed by teams. PPDA stands for *Passes allowed Per Defensive Action* and indicates how many passes Ajax permits its opponent to make before making a defensive action themselves. The term is widely used to express pressure; the lower the number, the more pressure a team puts on its opponent. On average, Ajax only 'allow' their opponents to make **7.4** passes before intervening. This shows how ORTEC and Ajax have translated a high-pressure DNA into measurable match results.

