

ORTEC Sports Business Case – Performance Analysis: PSV





Introduction

PSV Eindhoven is a top contender in the Dutch Eredivisie, winning 10 championships since 2000 and a regular competitor in either the UEFA Champions League or Europa League. PSV is known for their player-friendly but highly professional atmosphere. They create a safe environment in which they want to achieve the highest degree of professionalism.

Just as most Dutch clubs, they focus on scouting young players and developing individual talent to compete. The most promising prospects of the PSV youth play their games in the Dutch second league (the Keuken Kampioen Divisie). For PSV, data plays a crucial role to scout, measure and improve the performance of their players. Both players and coaches make use of this data to work on improvements as early as possible.

Challenges

 **Player Development:** PSV needs to **analyze the data fast (live) and in a reliable way**, and the provided data needs to be suited for their specific reports and models. Due to the number of matches played, it is **not feasible to have the analysts and scouts watch every match** in time to prepare for all competitions. The biggest challenge lies in time pressure that is not feasible in combination with the amount of competitions.

 **Scouting:** Nowadays, clubs need to monitor more and more foreign competitions to find the talents and scout the right players. The number of players and the diverse locations make it impossible to visit and assess every potential prospect in their own environment, meaning alternative scouting methods are required.

Solutions

Getting SIMPLE, CLEAR, FAST and FUNCTIONAL data to the coaches.



Player Development: Video analyses make it possible to watch the game again at key moments. This applies to both PSV's own matches and the matches of their opponents. Data is provided **live and through a customized API**, allowing the coaches to perform real time analysis both on team and player level. This means that staff can use video analysis in combination with statistical analysis to both tweak tactics on the team level, and to improve individual player performance.



Scouting: Together with PSV, ORTEC Sports has **established specific position profiles**. These profiles are specifically **tailored to the playing style of the club** and the wishes of the coach. The combination of specific leagues and well-defined profiles make scouting for a new player accessible, fast and easy. Players who fit the profile well directly pop up on the radar as an interesting prospect. It also helps scouts to frame the right offer. The scouting database includes historical information from 40 leagues worldwide with 15,000 matches a year and over 20,000 unique players per year.



Results

In the 2018/2019 season, PSV applied a cross-heavy playstyle to accommodate their striker Luuk de Jong. Being an aerial threat, De Jong heavily relied on high balls in the box, as can be seen from the statistics below. PSV was able to benchmark their players on the dimensions which come with such a play style. For example, bringing in Angeliño in the summer to provide De Jong with a steady supply of crosses turned out to be a golden move.

