

Cologne, 07.10.2010

Press Release BallSide GmbH



Basketball statistics in a new dimension

Beko BBL and BallSide GmbH cooperation agreed

Basketball is a sport in which statistics reveal a lot about the teams and players. They help to identify the strengths and weaknesses of individual players or whole teams easily.

Beginning this upcoming season, the online presentation of the Beko Basketball Bundesliga statistics (German Federal Basketball League – Beko BBL) will take on a new form. As part of the relaunch of its web presence, the Beko BBL is planning to extend the range of services and possibilities it offers in relation to the analysis of statistical data.

This step was made possible with the help of the Cologne-based BallSide GmbH. With its website and online community, this young company has helped coaches of youth and amateur basketball teams work with their teams on a professional level and concentrate fully on the development and growth of their players. Core element of the wide variety of team management functions is the statistics analysis instrument called Analyzer.

It allows fans of Beko BBL statistics to analyze teams' and players' performances, as there is a growing demand for use of the Analyzer from professional basketball. The flash-based Analyzer is the perfect tool to analyze current statistics in a fun way.

“A graphic that visualizes the point average per quarter can be immensely useful. And there is bound to be a light bulb moment at the latest, when I call up the graphic displaying the comparison between lost and won games.”, says BallSide.com founder Manuel Hauff about the advantages of the Analyzer. “That the Beko BBL will be using our analytical tool increases and confirms the value and the importance of our site for all basketball coaches and players at grass root level. The fact that in this case professional basketball has actually adapted to amateur basketball only underscores the significance of the new software service for all basketball enthusiasts.”

The cooperation between the Beko BBL and BallSide GmbH is designated to last at least 3 years in order to make the German Beko Basketball Bundesliga even more attractive for web-minded basketball fans.

Jan Pommer, CEO of the Beko Basketball Bundesliga, likes the fact that basketball statistics will become easy understandable for everybody by using the Analyzer:

„The Analyzer tool displays the statistical data in various diagrams. This enables a quick and easy overview and even less statistics orientated fans can get the insights of a basketball game.“

Access will only be possible via the Beko BBL homepage and the use of the Analyzer will be possible without registration and free of charge until 31 December 2010.

Company Portrait:

The Cologne-based BallSide GmbH is the company behind the web-based basketball coaching software BallSide.com, which eases organization and team management. In addition, BallSide GmbH offers a software service (SaaS) for professional sport leagues worldwide. The visualization and marketing software system enables data owners to effectively monetize their sport statistics.

For further information please contact:

Manuel Hauff manuel@ballside.com mobil: +49 (0) 174/6182272 phone: +49 (0) 221/30239540	BallSide GmbH Kalscheurenerstr. 89 50354 Hürth Germany E-Mail: info@ballside.com
--	--