



Over the past 16 years, Scout7 have been at the forefront of the professional football technological revolution. At present, they service over 230 clients around the world, providing bespoke, multi-platform scouting and recruitment solutions, which are constantly being enhanced as they look to meet the ever-changing demands of forward-thinking clubs and football associations.

OptaPro, Perform Content's world-leading data and insights provider for over 200 professional sports teams and national federations, has been a strategic long-term partner of Scout7, with its datasets and insights forming a key part of the analysis and scouting platforms provided to clubs.

Perform Group is committed to ensuring that OptaPro stays at the forefront of professional sports analysis, and the acquisition of Scout7 will bring two market-leading organisations under one roof.

From a broader industry perspective, Scout7 and OptaPro will work together to drive innovation that enhances performance and recruitment processes at all levels of the game, for the benefit of all current and future clients.

Ben Mackriell, Head of OptaPro, said: "Scout7 have been a key partner of OptaPro for a number of years and the relationship has enabled us to provide market-leading data and technology to football clubs in more than 14 countries. By aligning Scout 7's technological expertise and industry knowledge with OptaPro, we will be able to provide clubs with enhanced tools that assist them in affecting on-pitch performance and scouting processes. We have exciting and innovative plans to develop a product set that will service clubs across multiple departments and we look forward to working with our clubs to deliver solutions that are at the cutting edge of elite sport."

Lee Jamison, Scout7 Managing Director, said: "Today marks the start of an exciting new chapter for Scout7 and a defining moment for professional sports technology. Since 2001, we have been the market leader for scouting management solutions in football, supporting clients of varying size and infrastructure in professionalising their player recruitment and assessment processes. Now as part of Perform, we will be working in parallel with another industry leader, OptaPro, to continue to drive and innovate in a fast-moving industry. With our combined knowledge, skills and expertise, our clients can look forward to strong technology partnerships and cutting-edge products, driven by the evolving requirements of the industry, to support and enhance their information management and evaluation processes."

About Perform Group:

Perform is a leading digital sports content and media group.

Our mission is to connect the world of sport by supplying some of the quickest, most detailed and most engaging content, managing a network of wholly-owned global media brands and delivering premium sports content directly to fans.

Perform works with major global rights holders such as WTA, FIBA and NFL to create long-term, transparent commercial relationships that help grow global audiences and, ultimately, benefit the long-term good of the sports.

Article sourced from:

<http://www.performgroup.com/news-and-insights/perform-group-today-announced-acquisition-sports-technology-company-scout7/>