

Enhance  
the  
football  
experience



# FIFA's vision

Make football truly global



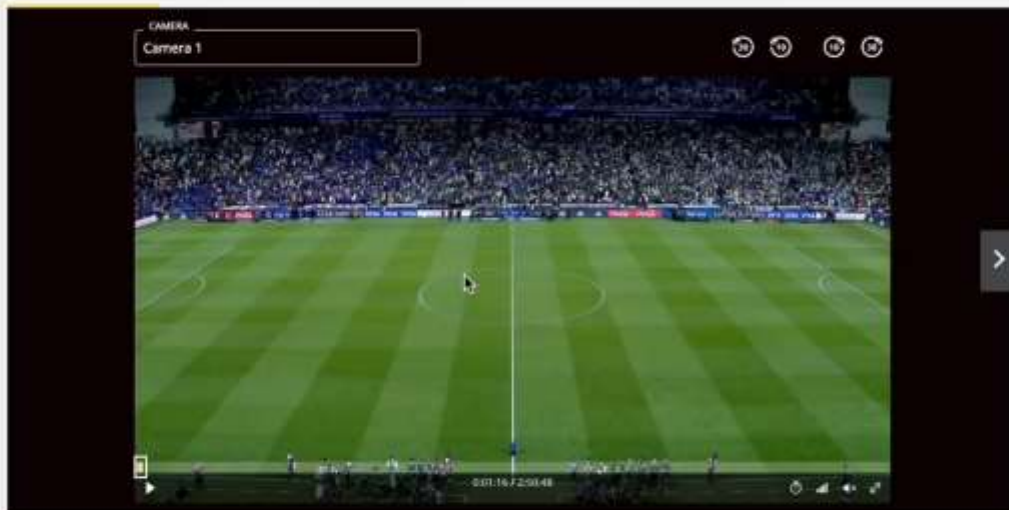
OVERVIEW

STATISTICS

MATCH REPORTS

VIDEOS

PERFORMANCE DATA



**FIRST HALF** ▶

**SECOND HALF** ▶

- 54' ⚽ LUKAKU (9) scores a goal
- 64' 🟢 R.VEIGA (23) scores a penalty

▶ **FIRST HALF EXTRA TIME** ▶

- 100' 🟡 WESLEY (11) receives a yellow card

**SECOND HALF EXTRA TIME** ▶

- 133' 🟡 LUAN (13) receives a yellow card
- 139' 🟡 ATUESTA (20) receives a yellow card
- 147' ⚽ HAVERTZ (29) scores a penalty

**TIMELINE**



Thiago Silva

Defender

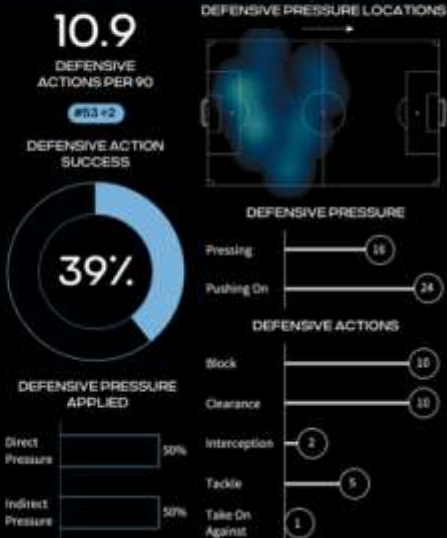
6



SUMMARY



DEFENSIVE EVENTS



OFFERING TO RECEIVE



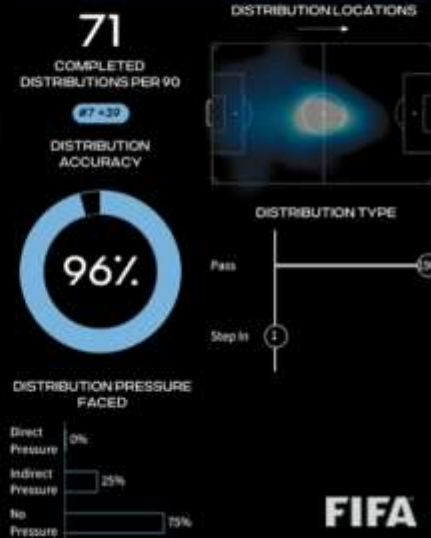
RECEIVING THE BALL



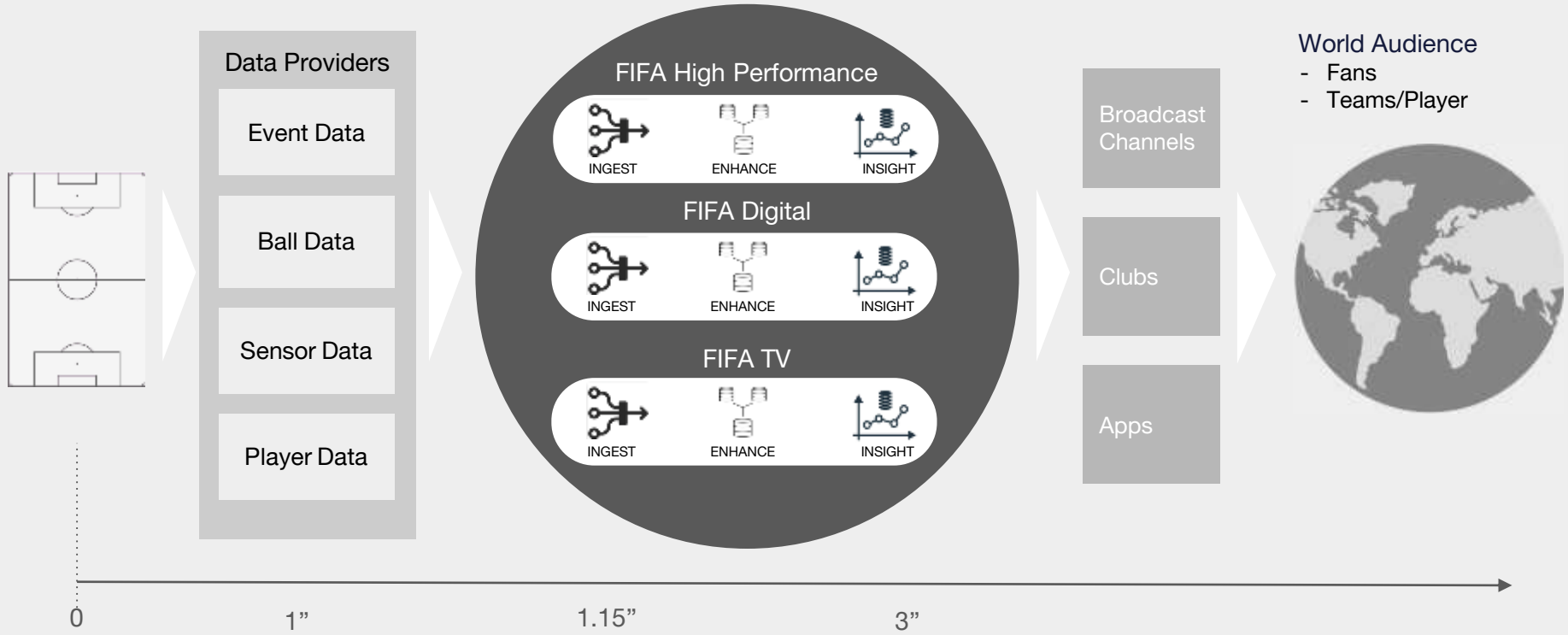
LINE BREAKS



DISTRIBUTION & USE

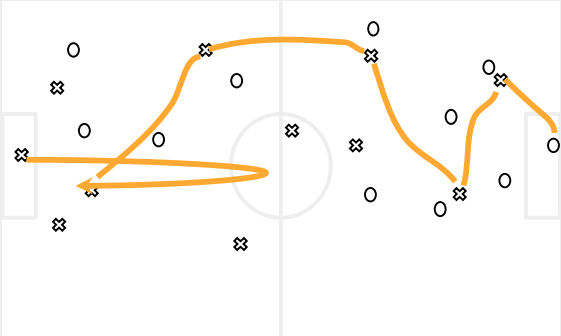


# FIFA before the data hub

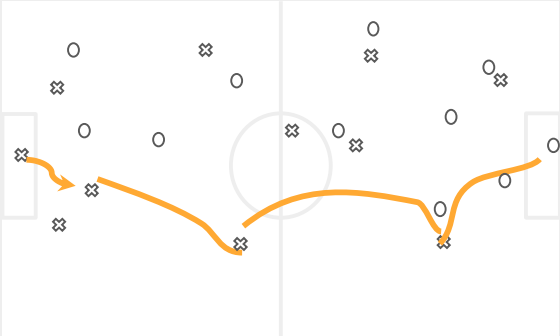


# The playbook

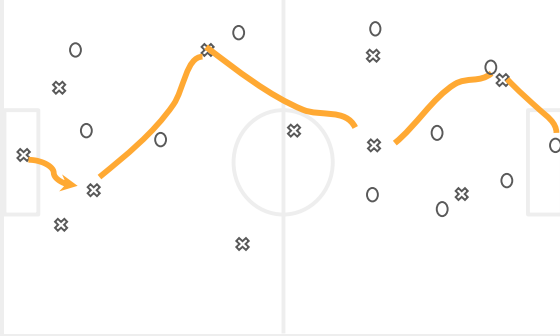
**Centralization**



**Democratization**



**Event oriented thinking**



# Why these plays?

## Goals



Plays

### Centralization

collaboration

operational overhead  
**scalability issues**  
eliminate redundancies

data quality

real-time monitoring

### Democratization

flexibility  
Innovative

simplify application testing

enable teams  
self service

data catalog

### Event Oriented Thinking

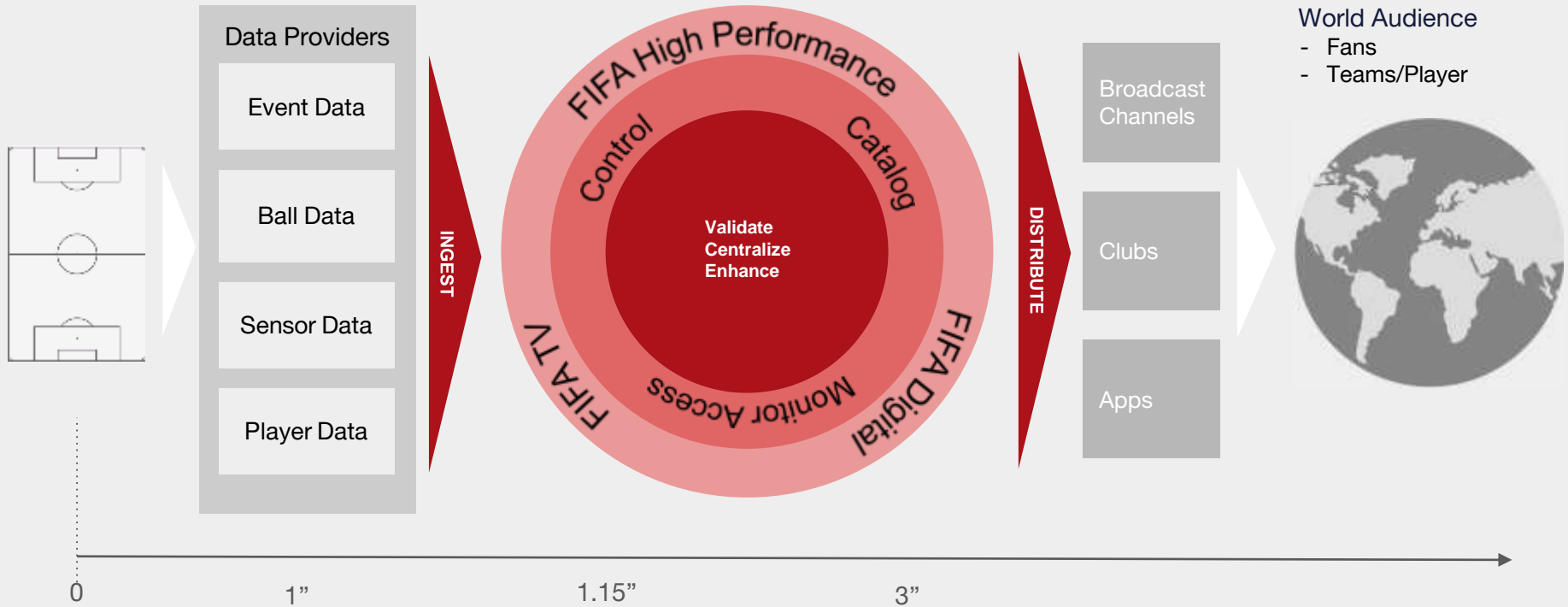
quick to market

streaming

**simulations**



# FIFA data hub





# Rate of success



# Keys to success



Collaboration



Enable Teams



Innovation



Pick the right tool for the job



Long Term Value Creation



# On the roadmap

- Data Catalogue
  - Data Lineage
  - Data Discovery
- Unified Data Model
  - Migrate existing DWH(s) & BI reports
- Monitoring
  - Additional data quality metrics
- New Data Sources





The journey now begins!

Stay tuned for the world cup, only  
152 days to go!

