QueryTool



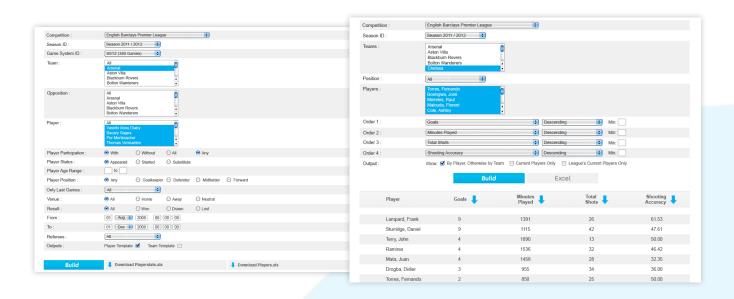
Product Overview

Opta's collection systems and methodologies have enabled us to build the most comprehensive and high definition database in the industry, with all match actions from all major football leagues analysed and recorded. The QueryTool is a powerful online propriety application which provides sports book marketers, quants teams and traders with direct access to the Opta database allowing them to interrogate datasets in an insightful and meaningful manner.

The QueryTool permits users to select from a range of competitions followed by specific teams, players or positions and create multivariate ranking tables.

The rankings are customisable based on over 120 different performance variables across single or multiple seasons. The tool provides a simple yet effective way to compare teams and players and extract bespoke data outputs.

The QueryTool permits marketing teams to offer unique, quirky and targeted promotional campaigns with complementary odds deduced from accurate historical datasets and trends. Trading and quants teams can utilise the QueryTool to development innovative products and specials markets differentiating brands in a crowded market place.



Product Detail

- Powered by industry leading Opta data.
- All major International football leagues and competitions are available.
- Entirely online solution accessed via any platform including iPhone and iPad.
- Export datasets for further analysis.
- · Fully customisable searches and outputs.
- Multi-season searches and rankings.

Coverage

- Premier League
- · Champions League
- Europa League
- La Liga
- Serie A
- Bundesliga
- · 2. Bundesliga
- Ligue 1

- Fredivisie
- MLS
- Copa Libertadores
- Mexican Primera
- Spanish Segunda
- Russian Premier League
- Norwegian Tippeligaen
- Portuguese Primeira Liga

Features & Benefits

- · Simple and intuitive application.
- Innovative market leading product.
- Offers the ability to offer innovative new products and markets differentiating brands.
- No need to integrate XML feeds or develop in house databases and interrogation tools.
- · Full training and ongoing support provided.

London

+44 (0)20 7902 0600

Bassano

+39 (O424) 219 528

Leeds

+44 (O)113 236 881O

Milan

+39 O2 62O 227 234

Madrid

+34 915 36 38 38

Paris

+33 (O)144 641 375

München

+49 89 200014 310

New York

+1 (212) 450 1482

Sydney

+61 (O)2 8O6O 3661

Montevideo

+598 2411 2774