



dimension  
data

**A.S.O.**  
Amaury Sport Organisation

Case study

Europe | France | Sport and hospitality | Digital infrastructure

## A.S.O. revolutionises the viewing experience of the Tour de France

### At a glance

#### Which services?

- Consulting and professional services
- Procurement and logistics
- Cloud services
- Real-time data analytics

#### Which technologies?

- Fully mobile data centre – the data truck
- Dimension data cloud platform
- Videoconferencing and collaboration tools
- Cybersecurity applications and monitoring

**‘Our vision is to strengthen our leadership in out-of-stadium events so that the Tour de France always remains an event of its time.’**

*Yann Le Moenner, Managing Director of A.S.O.*

#### Why Amaury Sport Organisation (A.S.O.) wants to stay ahead in a digital world

Digital transformation is changing the way the world consumes sports media. To remain relevant in the sports industry and cater for existing fans and younger, more tech savvy audiences, A.S.O. needed to revolutionise the viewing experience of the Tour de France and other pro cycling races.

[Read more](#)

#### How digital transformation helps to revolutionise the viewing experience

Partnering with Dimension Data as Official Technology Partner, A.S.O. used live tracking and data analytics to bring a second-screen viewing experience to pro cycling. This involved publishing real-time tracking data online, through social media, and on television during the race.

[Read more](#)

#### What the Tour de France solution consisted of

Dimension Data helped A.S.O. build a live-tracking and data analytics solution connecting tracking devices on each bike to a fully mobile data centre, and then to Dimension Data’s cloud. Data is then analysed and served up on TV and Internet screens around the world.

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# ‘A strong system gave us the opportunity to deliver, from beginning to end, the position of every single rider in the race’

*Yann Le Moenner, Managing Director of A.S.O.*

## Why Amaury Sport Organisation (A.S.O.) wants to stay ahead in a digital world

*Digital transformation is changing the way the world consumes sports media. To remain relevant in the sports industry and cater for the needs of existing fans and younger, more tech savvy audiences, A.S.O. needed to revolutionise the viewing experience of the Tour de France and other pro cycling races.*

The adoption of digital technologies by other high performance sports is setting a new benchmark. Today’s fans not only engage on TV, but also on digital sports platforms from multiple devices.

A.S.O. organises several pro cycling races, including the iconic Tour de France. This race debuted in 1903 to boost sales for the newspaper L’Auto. Today, it continues to attract attention by the media and cycling fans around the world. A.S.O. recognised that it would need to enter the digital era to satisfy fans, sports commentators, and media. It was looking for new ways to make the event even more attractive, immersive, and exciting. A.S.O. partnered with Dimension Data in 2015 as Official Technology Partner – a five-year arrangement to revolutionise the viewing experience of the Tour de France.

## Technology accelerates digital business

Dimension Data’s cloud and networking infrastructure provided the flexibility and speed to keep pace with the dynamics of the race, including through bad weather and high-speed crashes. The race website developed by Dimension Data, called Race Centre, had 10 million visits and 3.5 million users in July 2016, equating to 360,000 visitors per day.

## How digital transformation helps to revolutionise the viewing experience

*Partnering with Dimension Data as Official Technology Partner, A.S.O. used live tracking and data analytics to bring a second-screen viewing experience to pro cycling. This involved publishing live rider tracking and predictive data online, through social media, and on television during the race.*

To deliver a richer experience to audiences following the Tour around the world, A.S.O. wanted to improve the access to, and accuracy of, race data. They also wanted to share riders’ location and speed with television broadcasters and those following the race from social media and other digital platforms.

In 2015, Dimension Data defined the technical scope and built a world-class live-tracking and data analytics platform in just four months. This called for Dimension Data’s skills in digital business technologies, including digital infrastructure, hybrid cloud, workspaces for tomorrow, and cybersecurity. We also followed agile development practices and used technologies that would enable speed and flexibility — specifically our global cloud platform. In 2016, we helped A.S.O. to further refine its offering through data storytelling.

## What the Tour de France solution consisted of

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Working with technology partners, we fitted the bikes of 198 riders with GPS tracking devices. These communicate with each other and with vehicles and aircraft following the race. From there, the data is relayed to Dimension Data’s mobile data centre parked in the technical zone near the finish line of each stage. Data analysis takes place on an analytics platform powered by the data truck and the Dimension Data cloud.

During the race, we provide real-time data to the television broadcasters for use in live TV graphics. A live-tracking website allows commentators, media, and fans to track individual riders, their speed and position, and distances between riders.

Cybersecurity elements included best-practice cloud and web security as part of an as-a-service offering, regular security assessments, and on-premise network security in the data truck.

## Quantifiable business value demonstrated

In 2016, the Tour de France saw 178,473 unique visits to race’s microsite versus 111,072 in 2015. The live-tracking website supported 2,000 page requests per second – 17.8 million in total.