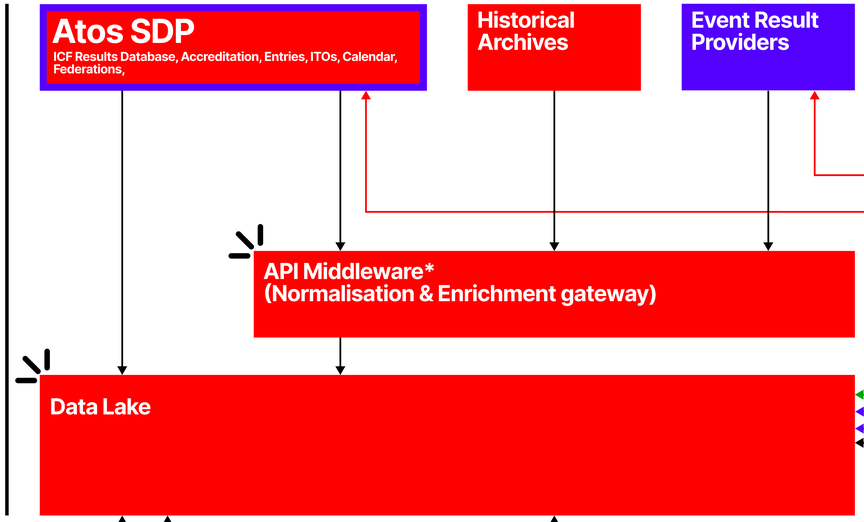
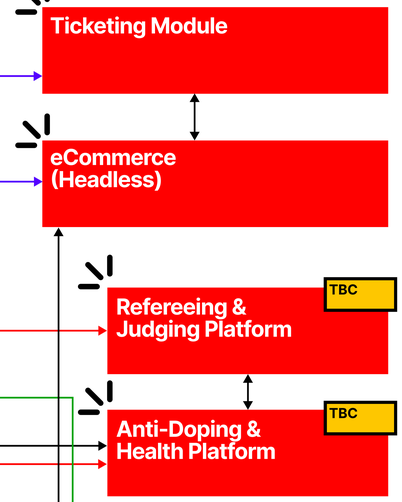
Paddle Intelligence

This layer hosts, collects and processes the primary and authoritative data sources from across the spectrum. Be it through ICF's own channels or through third-party unaccredited results platforms run by hosts, the introduction of a **new API Middleware** layer between what is the current collection of sources and the new **Paddle Intelligence data lake**, will ensure that any and all data flowing from source to our future-proof SSOT is homogeneous and standardised.

Phase 1&2



Phase 3



Fan Engagement

A front-facing layer that builds on our mission to engage with our fans through an end-to-end solution that works by maximising '**the right message at the right time**' thanks to newly developed bespoke products in ticketing, an eCommerce platform - ideally built on the same headless platform as the CMS/DAM. This suite of products will collect and feed the data into our Paddle Intelligence block at the centre of the ecosystem.

Core Athlete Support (CAS)

The refereeing and judging platform is a simple front-end that works with organising committees' choice of scoring, results and timing. Designed not to necessarily replace the systems but **act as a parsing layer to ensure that the decisions are ratified** and verified for our SSOT.

As for the Anti-Doping platform, having a separate database on **athlete health that's separate from the Data Lake** is crucial to work with external partners in this space.

Phase 1&2

Stakeholder Engagement

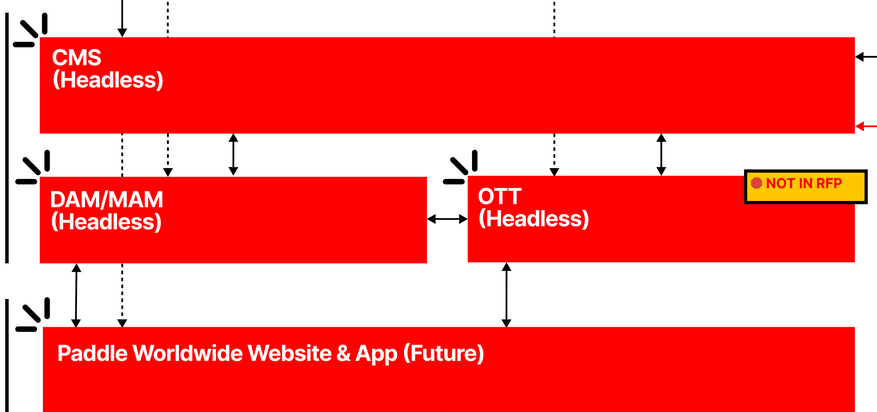
A **centralised stakeholder (primarily fan and partners) engagement and marketing platform** that performs all the required actions of a CRM - marketing messaging, automated communications, etc. - drawing personal and partner information from our centralised data lake.

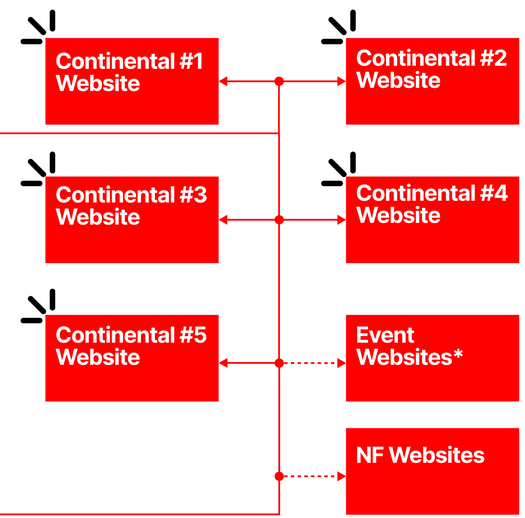
Content Management

This layer manages content workflows, media assets, including broadcast footage with the relevant customisation layers that cater to the fan & partner relationship management that's expected of the federation moving forward. Moving to a **true headless solution** will avoid vendor lock-in for the ICF in the long-term and provides all the freedom available for the opportunity to develop and deliver custom requirements.

Presentation & UX

A modern, mobile-first presentation layer built on a fast and scalable framework (Eg: Next.js) **consumes content from the CMS, media from the OTT+DAM/MAM and data from Paddle Intelligence** layer to provide an optimised and complete picture to our key stakeholders. Any changes to the underlying needs of the federation only need to be adapted here instead of redesigning the whole setup.

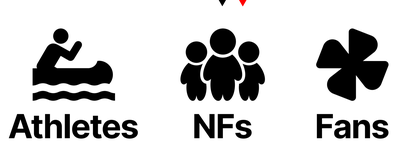




Standardisation Model

The advantage of going for a headless CMS+DAM structure is to allow for one single version of this CMS to be able to host and front multiple other websites - in this case, for our continental federations, and if feasible, the many National Federations who could use the same website. Most modern headless CMSs allow for **multi-tenancy models that would allow relationship-based content management** to ensure separate but standardised approach to frontends by sharing content, sharing security updates, sharing custom modules and more.

Phase 1&2



- New development
- Non-ICF Platform
- ICF Platform
- ICF-Influenced Platform