



# HCL Technologies and Cricket Australia launch global TechJam to implement solutions and prototypes for transforming the game

Data scientists, developers, tech innovators and sports enthusiasts from across the globe will come together to create technology-oriented solutions for Cricket in Australia

HCL Technologies (HCL), a leading global technology company, in partnership with Cricket Australia and collaboration with Microsoft, will host the HCL – CA TechJam 2021: #InspiredByHCL.

As the Official Digital Technology partner of Cricket Australia (CA), HCL has driven the development of the digital innovation platform that will explore crowdsourcing data-driven solutions from across the globe to inspire and engage the ecosystem of cricket fans, players and partners. HCL and CA will collaborate with Microsoft to support participants with Azure as a platform sandbox while leveraging technology as a means to unite and encourage the passion for cricket.

HCL signed a multi-year partnership with CA in 2019 and was selected as its Official Digital Technology Partner for scaling its digital transformation.

The HCL – CA TechJam is open to all sport enthusiasts, data scientists, analysts, developers, statisticians, tech enthusiasts, tech freelancers, university students, coders and technology innovators from the global developer community.

HCL's Scale Digital methodology will help CA and its partners in building a digital core through a composable platform leveraging Microsoft Azure that will be modular, auto-scalable, data driven and experience-centric, integrating multiple industry standard products and services to enhance the experience for fans and participants.

While providing key data sets, data excerpts and insights, the HCL – CA TechJam 2021 will address the following areas:

- Game Performance – Develop technology solutions that create meaningful impact for the game of cricket and enable Cricket Australia to improve the Australian National Team's performance on and off the field.
- Fan Engagement – Create comprehensive, accessible and scalable fan experience solutions to ensure fans are continuously connected and engaged with the game across multiple touchpoints.
- Community Engagement – With more than 700,000 registered participants, develop prototypes leveraging technology to support the community and transform cricket into a professional multi-touchpoint sport for all Australians.

The HCL – CA TechJam 2021 will enter its final stage with 32 top teams shortlisted to compete for rewards and recognitions via a series of live, tele-pitch presentations to a panel of experts and industry leaders from the partner ecosystem in August 2021.

For further details, please contact:

Meenakshi Benjwal

meenakshi.benjwal@hcl.com

Elka Ghudial, Europe

elka.ghudial@hcl.com

Devneeta Pahuja, India and APAC

devneeta.p@hcl.com

**Contacts**

Arpit Gupta

mailto: arpitgupta@hcl.com