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ECB and Cognizant team up to turbocharge technology in cricket

The ECB and Cognizant have announced a partnership which is set to offer recreational cricket fans, players and volunteers an improved digital experience as part of the ECB's ongoing digital transformation.

As the Official Digital Technology Transformation Partner and Official IT Consulting Partner, Cognizant will be the key strategic partner for the ECB's recreational game systems programme, which will develop integrated and user-friendly digital systems that simplify the administrative tasks involved in running recreational cricket. The first phase is due to become operational in

2025.

Cognizant will also support the ECB with wider digital and technology initiatives to continue cricket's growth in England and Wales. A key part of this will be an annual innovation fund, which the ECB will utilise to test early-stage innovations that could grow the game across aspects such as commercial, fan engagement and infrastructure.

ECB Director of Digital and Data, Alison Crowe, said: "The ECB is delighted to collaborate with Cognizant to advance its digital technology transformation. Cognizant bring a wealth of experience in this space and hugely impressive credentials. It's a new approach for us to be able to work with a partner in this way and the Digital & Data and Technology teams at the ECB are excited to be working with Cognizant, to help transform the recreational game."

Rohit Gupta, Managing Director UK&I at Cognizant said: "Cognizant is proud to advance innovation in grassroots cricket in partnership with the ECB. Together, we aim to serve its community better with personalised digital experiences that can scale with the ECB's evolving technology landscape and the needs of everyone involved in the great game.

"This will mean the ECB can make playing and organising cricket more enjoyable and streamlined, and also unlock new and deeper engagement for cricket communities with their services and commercial offerings."

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