

One Platform. Every Hockey Moment.

Designed for fans. Built for tournaments.
Ready for the next decade of international hockey.

Fan Experience

Reasons to return
365 days a year

Tournament Platform

Resilient delivery
under peak demand

Digital Ecosystem

Content, competitions
and stakeholders
connected



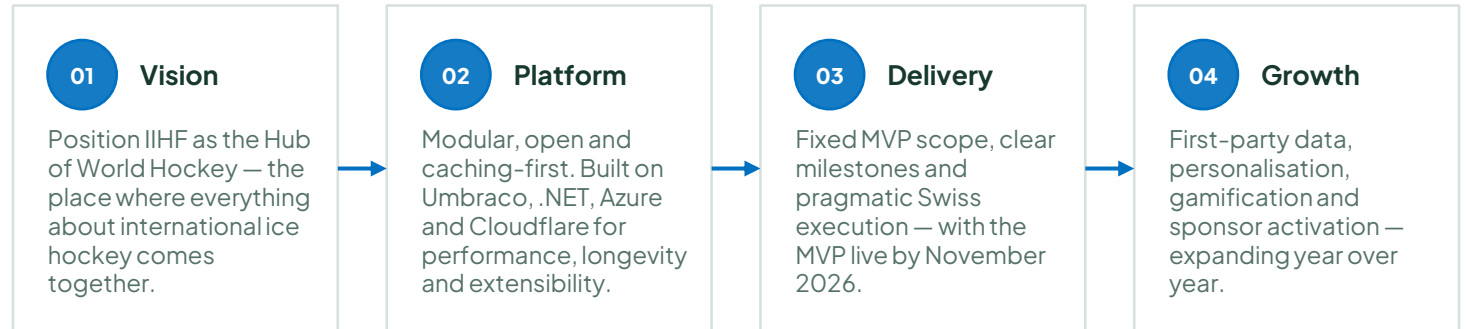
A digital platform for the next era of world hockey

Not just a new website

IIHF does not only need a new website. It needs a scalable digital platform that can become the global digital home of international ice hockey — connecting fans, tournaments, media, data, governance and commercial activation.

The solution is designed around a fan-first experience while preserving IIHF's authority as the official source of truth.

A focused MVP in Year 1 creates the platform foundation; the partnership model enables continuous growth beyond launch.



Recommended direction

OPTEN proposes a modular platform based on Umbraco CMS, .NET, Azure and Cloudflare — structured to fit the Year 1 budget framework while establishing the foundation for longer-term growth.

Budget frame

Year 1 maximum budget: EUR 500,000. The initial tender focuses on design and development, marking the start of a long-term strategic partnership between IIHF and OPTEN.

Cost structure

Budget for launch and operations

Description	Share	MVP Nov '26	Phase 2 Mar '27	Total
Discovery, Scoping	8%	€ 30,000	€ 10,000	€ 40
Concept & Design (UI/UX)	9%	€ 30,000	€ 15,000	€ 45k
CMS, Editorial Workflows, Content Platform	6%	€ 20,000	€ 10,000	€ 30k
Fan Experience, Engagement	9%	€ 20,000	€ 25,000	€ 45k
Tournament Hub, Live Data, Scores, Stats, Game Center	16%	€ 80,000	-	€ 80k
Governance	2%	€ 10,000	-	€ 10k
Media, Booking	4%	€ 20,000	-	€ 20k
Personalization	10%	€ 35,000	€ 15,000	€ 50k
Search	2%	€ 10,000	-	€ 10k
Data Tracking, CDP	1%	€ 5,000	-	€ 5k
User Management (incl. SSO)	2%	€ 10,000	-	€ 10k
Performance, Security, Testing, Launch Readiness	4%	€ 20,000	-	€ 20k
Content Migration, SEO (incl. Redirects)	4%	€ 20,000	-	€ 20k
Project Management	8%	€ 30,000	€ 10,000	€ 40k
Training, Documentation, Project Enablement	3%	€ 10,000	€ 5,000	€ 15k
Licences (one time; Translation Manager)	0%	€ 1,183		€ 1k
Licences (yearly recurring)	2%	€ 6,000		€ 6k
Subtotal MVP	90%	€ 357,183	€ 90,000	€ 447k
Reserve Phase 2	10 %		€ 50,000	€ 50k
Total	100 %	€ 497, 283		€ 497k

MVP + Phase 2
€497k
incl. reserve

Hosting
€50k
Year 1

Running costs
€96k
Year 2 onwards

Cost blocks and assumptions

The Year 1 budget is intended to cover the first 12 months of cooperation, including build, MVP launch, Phase 2 rollout, support and maintenance.

Operations

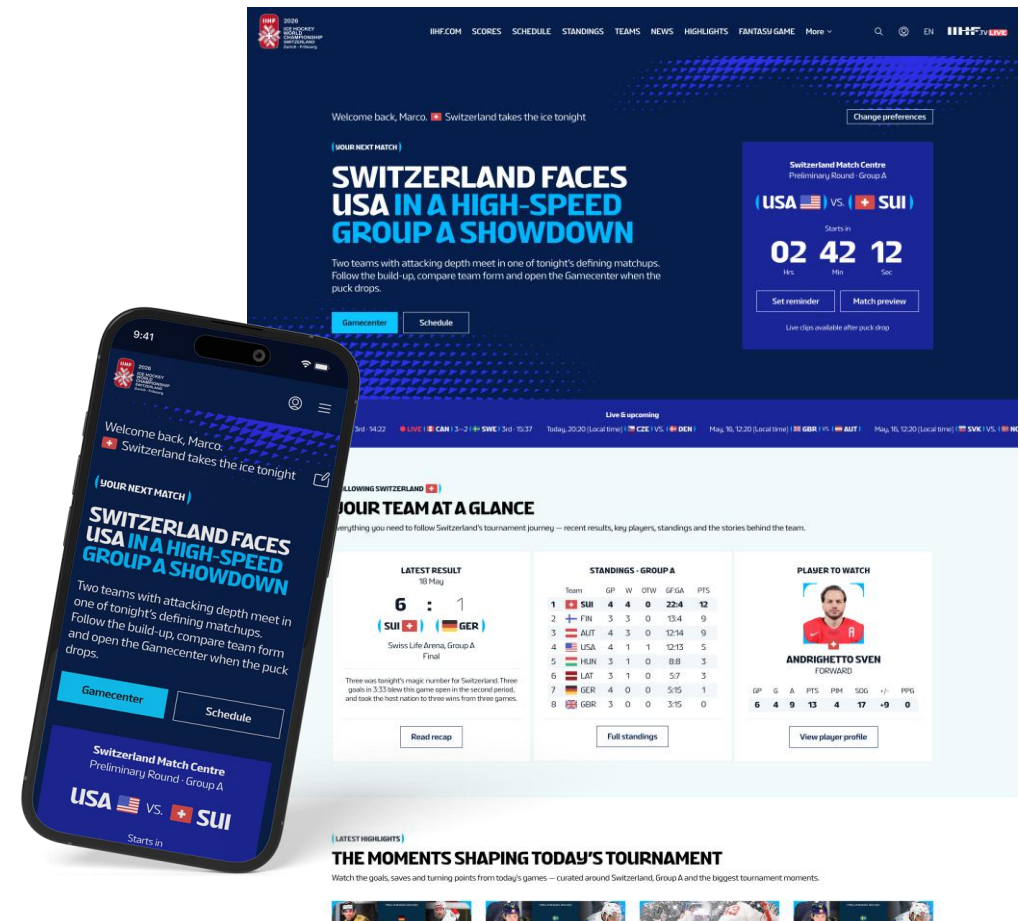
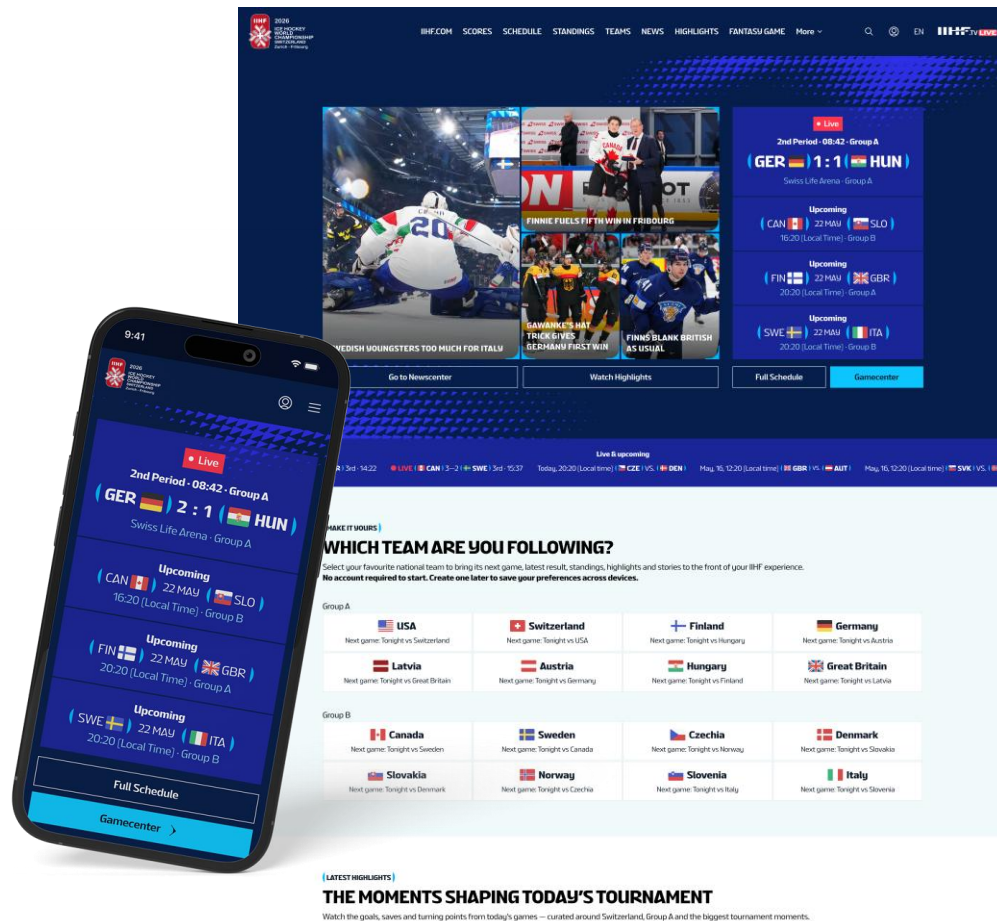
Azure hosting is usage-based and can only be finalized after live operation. The €50k estimate is based on the current Azure implementation and usage profile. We expect optimization potential through caching, scaling and infrastructure tuning.

Third-party licence responsibility

Third-party licence fees for existing IIHF-contracted systems such as Hydra, Wisehockey, WSC Sports, Wiz-Team and Images on Ice remain outside the vendor's licence responsibility; integration work is included according to the Q&A.

Design Teaser

A tournament experience shaped around fan interest



Partnership Setup

One accountable lead with specialist expertise where it matters

Lead

OPTEN AG

Lead and single point of contact

OPTEN leads the project and remains the central point of contact for IIHF. We coordinate design, development and project management so responsibilities, decisions and delivery paths stay clear throughout the project.

Tech

C365 Digital GmbH

Technical consulting

C365 Digital GmbH strengthens the team through Clemens Jauch's technical consulting and long-standing IIHF platform knowledge. This helps connect the new platform vision with existing systems, dependencies and operational realities.

Creative

echo group

Concept and creatives

Echo group supports the concept and creative layer of the proposal. Their role is to sharpen the story, communication and creative expression around the new digital home of world hockey.

IIHF gets one accountable delivery partner — supported by specialised expertise for technical continuity and creative impact.
The project model keeps responsibility clear for IIHF while bringing in focused expertise where it adds value most.

Why OPTEN?

A partner for the platform, not only the build

IIHF needs more than a supplier for a website build.

It needs a partner who can combine communication strategy, fan engagement, platform architecture, CMS excellence, live-data integration, high-performance engineering and long-term operation.

Proven sports partner

Hockey and sports-platform understanding, including federation structures and live-event pressure.

Swissness

Swiss-developed expertise, close proximity, and ability to support IIHF directly at headquarters whenever needed.

IIHF knowledge

Existing IIHF context through Tobias Morf, Severin d'Heureuse and Clemens Jauch.

Technology

Strong Umbraco, .NET, Azure, Cloudflare and integration expertise.

Platform perspective

Focused on direct traffic, first-party data, OTT activation, habit formation and year-round engagement.

IIHF needs a partner who can turn the Hub of World Hockey into a reliable, scalable and engaging digital platform. OPTEN is ready to build and operate that platform.

CMS

Modern, multilingual and scalable

UX

Accessible and user-centred

Hosting

Flexible hosting options

Costs

Plannable costs

Partnership

Passion and expertise

Trusted by leading Swiss sports organizations



Certified platform expertise



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