ATHLETE MANAGEMENT SOFTWARE
VS.
THE INTELLIGENCE PLATFORM

How is the iP: Intelligence Platform different from an AMS? Take a look:

	AMS	iP: INTELLIGENCE PLATFORM
PURPOSE	**Data collection and reporting** • Data as commodity vs. insights • Static	**Leverage data and analytics to produce dynamic, real-time intelligence** • Proprietary analysis and intelligence • Actionable
AUDIENCE	**Single Department Focus** • Performance/ Sports Science	**Cross-Departmental Focus** • Multi-disciplinary platform supporting cross departmental collaboration including Medical and Performance Staff, Coaches, Administration
INFORMATION	**Siloed and Static** • Data in silos • Narrow slice of a player's data	**All-In-One** • Integrated data; enabled to support advanced analytics and informed decision-making • Comprehensive 360° view of player data
DATA ROI	**Requires Incremental Investment** • Focus on data collection • Analytics requires separate system • Expensive and time consuming to prepare data and manage multiple providers	**Fully Enabled** • Data is mobilized and enabled to support advanced analytics • Analytics performed within the platform • Focus on data hygiene, quality, relevance and impact
ADAPTABILITY AND LONGEVITY	**Rigid** • Completely off the shelf or bespoke but limited by those customizations (not scalable, adaptable or flexible) • Can't grow with you; cost prohibitive to maintain and adjust	**Configurable & Scalable** • Easy to change, add and scale as your organization grows and evolves