

# ATHLETE MANAGEMENT SOFTWARE

VS.

# THE INTELLIGENCE PLATFORM

How does a traditional **Athlete Management System** compare with a modern Intelligence Platform?

	ATHLETE MANAGEMENT SOFTWARE (AMS)	IP: INTELLIGENCE PLATFORM
<b>BUILT TO</b> + + + +	Capture and store data with basic reporting	Unify data, run workflows, and deliver intelligence that drives decisions
<b>COLLABORATION</b> + + + +	Typically <b>one</b> department	<b>For collaboration</b> across performance, coaching, medical, and administration—and athletes themselves
<b>SCOPE OF ATHLETE MANAGEMENT</b> + + + +	<b>Primarily focused</b> on monitoring and record-keeping	Performance management, medical workflows, coaching processes, operational coordination, and player development within <b>a single system</b>
<b>DATA MODEL</b> + + + +	<b>Siloed</b> records and <b>static</b> views	<b>Linked, structured, analysis-ready data</b> across systems and departments in one connected platform
<b>EXECUTION</b> + + + +	<b>Manual coordination</b> and limited workflow support	<b>Configurable workflows</b> that standardize processes and reduce decision latency
<b>OPERATIONS MANAGEMENT</b> + + + +	<b>Often handled outside the system</b> using spreadsheets or messaging tools	<b>Integrated operational coordination</b> , including calendars, availability, participation tracking, media management, and team communication
<b>REPORTING &amp; ANALYTICS</b> + + + +	<b>Basic</b> internal reports and <b>static</b> exports	<b>Role-based dashboards</b> and <b>integrated analytics</b> built on linked data across departments—without requiring a separate BI layer to make the data usable and actionable
<b>ADAPTABILITY</b> + + + +	<b>Rigid and costly</b> to change over time	<b>Configurable and scalable</b> as organizations evolve