THE CHECKLIST

HOW TO EVALUATE SPORTS ANALYTICS SOFTWARE VS PERFORMANCE INTELLIGENCE IN IP

Use the checklist below to compare your current **sports analytics software**, along with the BI tools, spreadsheets, and manual workflows that support it, with Performance Intelligence in iP: Intelligence Platform.

Flexibility matters. But only if it helps analysts spend more time on analysis and less time on assembly.

Capability Support = ● Fully supported | ◐ Limited capability | ○ Not supported

		SPORTS ANALYTICS SOFTWARE	PERFORMANCE INTELLIGENCE BY HUDL IN IP
DATA FOUNDATION AND INTEGRATION			
CONNECTED DATA ARCHITECTURE	Performance, medical, wellness, testing, development, and operations data live on one shared framework	○	●
BUILT AS ONE PLATFORM	Single platform from day one, not assembled from acquired modules or stitched together through integrations	◐	●
NATIVE DATA SOURCES	Analytics built on the same data that powers daily workflows, with native integrations where available and structured imports where needed	◐	●
HARDWARE-AGNOSTIC INTEGRATIONS	Native connections across tracking systems, wearables, force plates, healthcare networks, testing, and league systems. No vendor lock-in.	◐	●
API ACCESS	Secure, structured export of platform data to support advanced analytics, research, and client-controlled external workflows.	◐	●
DATA QUALITY AND AUDIT SUPPORT	Independent assessment of data health, quality, and analytical readiness	○	●
REPORTING & VISUALIZATIONS			
ROLE-ALIGNED DASHBOARDS	Pre-built, role-specific dashboards that everyday users access without configuration	◐	●
DATA HEALTH DASHBOARDS	Self-service dashboards that surface completeness gaps, outliers, and labelling issues across injury, athlete, game, and integration data—so teams can fix them and trust what their reports are showing	○	●
CONNECTED CROSS-DOMAIN VISIBILITY	Dashboards that bring together performance, medical, and operations data. Not just one domain at a time.	○	●
DRILL-DOWN FROM SQUAD TO INDIVIDUAL	Move from high-level trends to individual athlete detail in one environment	◐	●
CROSS-DOMAIN VIEWS	Dashboards that combine medical, performance, development, and operations data	○	●
SHAREABLE OUTPUTS	Export, print, and schedule outputs for meetings and stakeholders	●	●
ADVANCED ANALYTICS			
CUSTOM DASHBOARD BUILDING	Build dashboards directly from connected data sources without relying on manual exports	◐	●
ACCESS TO CONNECTED IP DATA	Build analytics across medical, performance, development, and operations data without integrations or workarounds	○	●
CUSTOM CALCULATIONS AND METRICS	Define organization-specific KPIs and analytical views	◐	●
TEMPLATES AND STANDARDIZATION	Configure dashboard templates that standardize reporting across teams or departments	○	●
BENCHMARKS AND COMPARISONS	Define and apply benchmarks within the analytical environment	◐	●
GOVERNED DASHBOARD ACCESS	Shared dashboards are accessible to viewers and creators, with underlying data permissions determining which tiles, widgets, and visualizations each user can see	◐	●
INTERACTIVE FILTERS AND LAYOUTS	Build dashboards with the visualization control analysts expect from a real BI tool	●	●
REPORTING, COLLABORATION, AND DELIVERY			
SCHEDULED REPORT DELIVERY	Automated dashboard and report distribution on a defined schedule	◐	●
ROLE-BASED VISIBILITY	Coaches, practitioners, analysts, operations, academy, and leadership each see views aligned to their role	◐	●
IN-PLATFORM SHARING	Distribute insight without exporting to external BI tools or sending static files manually	○	●
STAKEHOLDER-READY OUTPUTS	Printable PDFs and exports designed for stakeholders who don't need full system access	◐	●
SCALE, GOVERNANCE, AND EVOLUTION			
MULTI-TEAM STANDARDIZATION	Standardized analytics, dashboards, and reporting across teams, departments, or leagues	○	●
CONFIGURABLE PER TEAM OR SPORT	Local flexibility where it matters, without losing organizational consistency	◐	●
LONG-TERM ADAPTABILITY	Analytics environment evolves with new roles, workflows, and data sources	◐	●
INFORMATION SECURITY AND GOVERNANCE	ISO 27001 and ISO 27701 certification supporting enterprise governance requirements	◐	●
ORGANIZATION-WIDE VISIBILITY	Trusted, role-specific views across every department from one shared source of truth	◐	●
ADDITIONAL SPECIALIST SUPPORT			
DATA HEALTH AUDIT	Independent review of data collection, quality, and analytical readiness	○	●
SUCCESS LANDSCAPE ANALYSIS	Comparative analysis of squad composition, recruitment, and performance against relevant peer benchmarks	○	●
HEAD COACH/MANAGER SELECTION SUPPORT	Objective, data-informed support for head coach and manager selection processes	○	●
BESPOKE INJURY ANALYSIS	Custom analysis of injury trends, availability, exposure, and contributing factors for organizations with specific project-based needs	○	●
BESPOKE DATA SCIENCE PROJECTS	Custom analytical projects, models, and KPIs that extend internal analytical capacity	◐	●