

## *Stats, IdentityMine produce digital coaching system that creates 'a living playbook'*

By Eric Fisher, Staff Writer, SportsBusiness Journal

Stats LLC has partnered with IdentityMine Inc., a Washington state-based data visualization company, to create an enhanced coaching and personnel product called ICE.

An acronym for Integrated Collaboration and Evaluation, the system aggregates data from the NFL's official Game Statistic and Information System feed, coaching evaluations and scouting reports, and ties it directly to game video. The pooled information, displayed in a graphical format, is then accessible via any Internet-connected computer, some mobile devices, and Microsoft Surface touch-screen units.

An additional component is the expanded use of Stats' X-Info products, unofficial statistics, such as number of times a defensive back is burned, that are continually compiled but that, to date, have not been as widely used.

The Super Bowl XLIV champion New Orleans Saints were a beta ICE client this past season, and Stats and IdentityMine plan an aggressive rollout of the product beginning at this weekend's NFL combine in Indianapolis. Consumer versions of the product are being developed for release later this year, and the companies are also talking to teams in other sports beyond football to create similarly integrated products.

"This takes data and information and creates a completely different user experience," said Steve Byrd, Stats executive vice president. "We see this as a way to bring content to life."

The effort brings Stats and IdentityMine into the digital coaching products field now occupied by outfits such as XOS Digital. John Pollard, IdentityMine director of business development, acknowledged there is some potential overlap between ICE and some other coaching-oriented products. But sports and entertainment remain only one facet of IdentityMine's business, and its roots remain firmly in data visualization technologies. "If anything, we see ICE as a big augmentation of some of the things already out there," Pollard said. "We're not out to topple the current structure, so we don't see direct competition. But ICE creates a living playbook, and, we think, a new way to grasp data, learn and prepare."