



› Solution Brief

Business Impact

"SAS proves an analytics powerhouse. With an unwavering focus on data analytics since 1976, SAS offers a broad set of tools for predictive analytics, an architecture that supports multiple platforms, in-database analytics ... and significant market presence."

Forrester Research Inc.
"The Forrester Wave™": Big Data Predictive Analytics Solutions, Q1 2013"

Challenges

- **Data explosion.** Sports organizations are challenged to quickly aggregate and manage data from many different systems and channels.
- **Reliance on traditional methods.** Traditional player evaluations are based on historical information along with subjective player ratings and video analysis.
- **Limited mobility.** Most coaches, scouts and sports managers can't access up-to-the-minute insight on player performance through mobile devices – limiting their ability to make decisions on the go.

Gauge Player Value and ROI for Your Team More Accurately Using Analytics

The Issue

Every sports team wants to be the best at quality of play, fan engagement and enterprise value. But the cost of players increasingly squeezes the bottom line. And teams are constantly challenged to get more out of ticket revenue by enticing fans to watch games in person rather than on high-definition TV and mobile devices. The pressure to demonstrate ROI to sponsors has never been higher.

In their efforts to recruit winning players, sports teams and leagues gather large volumes of player and game data from disparate sports systems and data collection sources (biometric devices, coaching and referee reports, and more). The result is an overwhelming "data tsunami." Despite the volumes of data, current sports systems only provide backward-looking query and reporting capabilities – forcing decisions to be made based only on what happened in the past. To make better player and competitive decisions, sports organizations can use advanced analytics to get insight not just about what happened before, but about what is most likely to happen in the future.

The SAS® Approach

With SAS®, your organization can create a centralized player hub that provides the forward-looking insight you need to strengthen team and league operations. We approach the problem by providing software and services to help you:

- **Streamline processes and deliver information you can trust.** SAS automatically aggregates disparate data sources, incorporating and consolidating both structured and unstructured data. Data quality capabilities ensure that information is always accurate and relevant.
- **Get new insights about player performance and value.** Scouts and coaches can use sophisticated analytics to evaluate player effectiveness play-by-play and to perform peer comparisons that determine which players are most similar.
- **Make better decisions on the go.** Recruiters can use mobile devices to get an immediate view of player performance.
- **Recognize when player safety is at risk.** SAS helps you identify and predict conditions and situations that contribute to injury, while providing an environment with the best possible safety and physiological benefits to players.

SAS solutions give sports teams and leagues deep new insights about players and games, overcoming the limitations of previous techniques.

The SAS® Difference: Game-changing insights

SAS helps you harness all types of data to create a centralized player hub that provides rapid insight into players and games – based on what happened in the past and what's likely to happen in the future. With SAS, you get:

- **Broad data management capabilities.** Access critical data across multiple systems and platforms – biometric, competitive, game, event and recruiting systems. Data quality provides accurate, complete and consistent information that's ready for advanced analytics and complies with data governance initiatives and business policies.
- **Predictive modeling.** Quickly create highly accurate predictive and descriptive models based on large volumes of player and game data consolidated from across the enterprise – for better competitive analysis, more precise player rankings and valuations, and valuable insight to use in recruiting efforts.
- **Text analytics.** Identify trends and potentially correlate them with player performance and competitive strategy by examining unstructured text, such as comments from coaches, referees and social media sites. You can also create groupings for sentiment and bias analysis.
- **Data visualization.** Understand the root cause of undetected player trends and make correlations using a browser-based, point-and-click data exploration tool. Then share standard reports as well as dashboard views of the information with others across the organization.

SAS gives sports organizations a comprehensive player analytics solution that includes a range of leading-edge data management, predictive analytics and data visualization capabilities.

Case Study: A Major League Sports Team

Situation

A major league sports team found it difficult to access and strategically use player information because it was stored in disparate systems and formats across the organization. The player data contained valuable details about the competition, current players, draft picks and more – but scouts and managers lacked an easy-to-understand view, and they couldn't easily share information with others in the organization.

Solution

SAS provided a solution with broad data management and sophisticated modeling capabilities. Now the team can do predictive modeling on potential picks to see how these players match up with current leading players – and get insight into true player value based on certain inputs. Scouts, coaches and managers can now access this information through easy-to-use dashboards and reports – helping them make better-informed decisions.

Result

Scouts and managers now have more in-depth, timely and relevant information to help the general manager make smarter player selections during the scouting and draft processes. Plus the team has an optimal mix of players throughout the draft and free agency evaluation periods.

What if you could ...

Know the true value of each player

What if you could quickly access a centralized hub to get predictive insights about player performance effectiveness and value?

Achieve a major competitive edge

What if you could drastically speed and improve the way you make decisions and manage the player life cycle?

Quickly and effectively evaluate every play

What if you could know which plays are most important, and what value to place on different passes, shots or strokes?

Keep players safe and performing at high levels

What if you could determine the risk of injury and low performance in specific conditions?

You can. SAS gives you THE POWER TO KNOW®.

SAS Facts

- SAS has been in business since 1976 and today has customers at more than 70,000 sites worldwide.
- SAS combines big data analytics with industry-specific solutions to provide a detailed road map for solving sports teams' and leagues' business challenges.
- SAS customers make up 91 of the top 100 companies on the 2013 Fortune Global 500® list.

Learn more about SAS software and services for the sports industry: sas.com/sports