

# Player Per4mance

the software solution to transform talent into success

On pitch success is the crucial point of measurement for all teams involved in the professional sport industry. This is directly and unambiguously linked to the matchday performance of your Players. The knock on effects of matchday successes play an integral part on supporter activity, attendance levels, and most significantly revenues streams for sports clubs. Ensuring that the Players are performing at their highest level for each match is critical for long term success of the club.

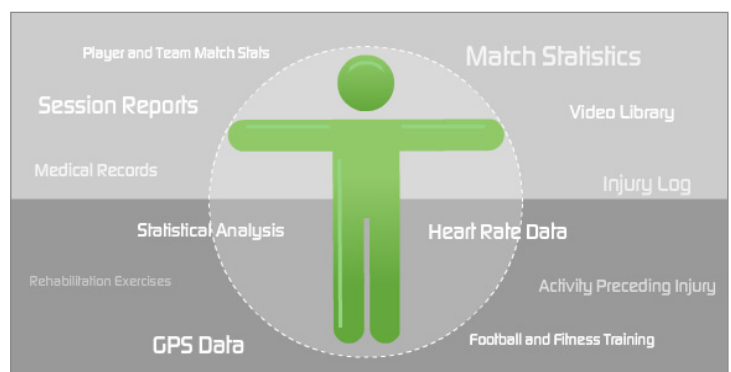
A significant proportion of clubs' total expenditure is on Players, both in terms of transfers, salaries and the resources required in preparing them for match days. In the same way as a Formula 1 team uses On Board Analytics software to fine tune a racing car, monitoring the health and preparation of Players is critical to ensuring that they perform at their best and maximise on-pitch performance.



Accurate analysis and preventative measures ensure that less time is lost to injuries, less underperformance and the potential for an extended playing career can be achieved when Coaches have an in-depth understanding of how to efficiently condition and train their Players. Our solution looks to continuously improve Player Performance and obtain optimal results throughout their playing career.

Player Performances are established from training and hard work put in not only by the Player but also the Coaching Staff. By monitoring what is working, what isn't, identify potential injury hazards and best recovery methods allows Coaches to optimise their Player preparation.

Green 4 Player Performance allows clubs to track and link all data sets, offering a full 360° view of the player. This in-depth insight to a Player's preparation and past performances provides the ability to identify and predict various attributes which affect their performance and ensure that you never fail to get anything other than 100% from them.



## Maximise Performance, Minimise Injuries and Optimise Match Day Success

## Player Performance Overview

**Green 4 Player Performance streamlines and enhances all training, performance and analysis at sport clubs.**

By using Microsoft Dynamics XRM as our platform for the Player Performance solution, Green 4 have provided Coaching Staff with a flexible platform which easily captures, stores and monitors training and on-pitch performances of your Players. Centralising your Player data in one system enables a link to all Player data sets allowing more in-depth understanding into specific influences on performances. Detailed analysis which can automatically identify potential injuries or underperformance will allow Coaching Staff to adapt training to avoid this. Coaches have the ability to learn about what we are doing to improve on particular aspects and replicate winning characteristics.

Green 4's solution provides Coaching Staff with a detailed, single profile of each Player. By measuring key health and fitness data whilst the Player is undergoing his daily training routine, the Coaching Staff can optimise the training program for each Player and help to prevent avoidable injuries, identify the possibility of over training and provide the Manager with a greater number of fit and available Players.

### BENEFITS

- A more AVAILABLE and FITTER squad.
- Less time lost to injuries.
- Less underperformance.
- Opportunity of an extended playing career.
- Player and Club reaching their full performance potential.
- ROI on Player Salary.
- Less time spent in front of a computer analysing data and more time spent training Players.

First Team	Reserves	Goalkeeping	Injured	Loan
Manish Keshvala	Olwen Astly	Elliot Metcalfe	Beth Carter	Jack Davis
Andy Duncan	Greg Hancock	Daniel Kelly		George Clunes
Terry Jones	Roy Smith			
Harry Wells				
Matt Ring				
David Robinson				
Joe Morris				
Steve Davidson				
Peter Olver				
Craig Summers				
Ian Banks				
Giles Clapham				
Jane Mauger				
Dipesh Panchoi				
Gary Little				
Thomas Niles				
Dave Powell				

The key objective at Green 4 Solutions was to focus on capturing and collating all the Player information, from how they feel in the morning to their training and match day performances. Moving forward from paper based and excel systems the aim is to centralise all this information so that a more informative and analytical approach can be taken by the Coaches. Making it simple and easy to analyse the data so that Coaching Staff can concentrate on training Players to ensure optimal outcomes, and more importantly match day successes.

Data can be entered by multiple people and mechanisms to ensure simple data capture and quick access of all Player information to all Coaching Staff. Having all your Player's information at your finger tips allows all members of staff to utilise the information to effectively and efficiently put relevant training schedules together.

The key to the success of the system is simple data capture of key pieces of information such as hydration levels, muscle soreness and heart rates, recorded during the Player's day to day routine. Combining both subjective and analytical information into a single profile of the Player provides the Coaching Staff with all of the data they need to personalise training programs and also be alerted to problems before they occur.

## 4 Player Communication

Not only does the Green 4 Player Performance allow you to capture and analyse Player data it also provides you with a mechanism to automatically communicate vital pieces of information to the right person at the right time.

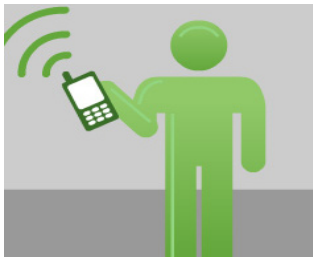
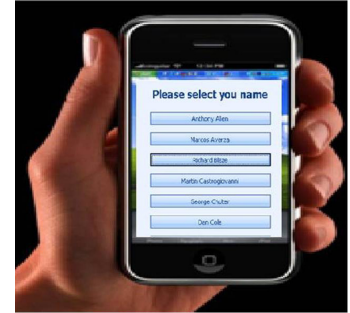
Green 4 have built an eCommunications tool within XRM which delivers communication via email or SMS. These communications can be automated, to provide a method of alerting Playing and Coaching team of vital information, or purely as a mechanism to remind them of specific tasks.

This streamlined approach to communicating vital information between Coaches and Players enables a more efficient and effective method to share information, and allows Coaching Staff to make more informed decisions on using up-to-date information.

## 4 Player Portal

By providing a Player Portal, accessible from a browser on a mobile phone, a web browser or a touch screen monitor, Players are able to provide hydration levels, quality of sleep and muscle soreness levels before he leaves home. On reaching the training ground this data will have already been processed and cross-referenced with other relevant data, to see if the Player's training schedule could be changed to better suit their condition.

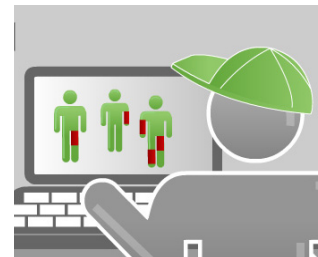
Through analysing the outcomes of each training session, and implementing a traffic light system of alerts, it is believed that a more analytical approach will help optimise each Player's physical condition, and also identify potential injuries before they happen.



Player receives Text Alert



Player enters subjective data



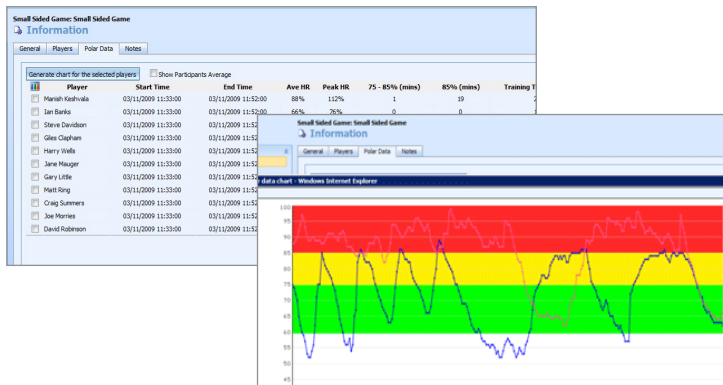
Coach receives information instantly

## 4 Data Integration

Green 4 Solutions provide a Data Integration module that is designed to pull key information from 3rd Party systems, such as Match Statistics or HR data. Linking this information with the training practices enables coaching staff to identify correlations which affect Player Performance.

*"The club already records a great deal of analytical data from areas such as heart rates during exercise, body fat levels and even distance covered during training and matches" Explains Andy Blake, Data Analyst at Leicester City.*

*"However these measurement systems tend to be stand alone, and even when we do make comparisons in spreadsheets it is difficult to combine elements of data, for example the impact of hard pitches and two matches a week on muscle soreness. Half of the problem is being able to see all of the variables in one system, the other is getting the player to provide us with critical pieces of information that it is difficult to capture at the training ground."*



Green 4 will work with any professional system used at clubs to ensure all key performance information can be stored in a central repository, thus allowing Coaches quick and easy access to all Player data. Having all this Player information in one system allows in-depth analysis and reports to be created across all Player touch points.

The graphical images illustrate the system's ability to utilise your HR Data. Comparing Players, viewing averages or analysing a specific players HR performance over the last month, for example, are all quickly and easily achieved in the system.

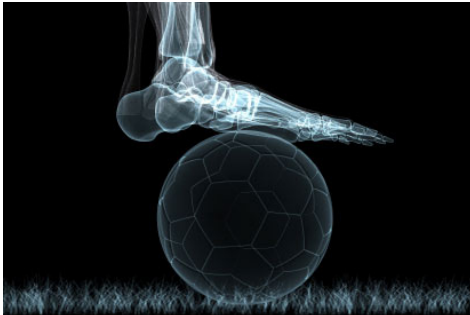
## 4 Project Management

To ensure the Coaching Staff are fully aware of their daily tasks, Green 4 Project Management monitors their daily routine and stores this within the system. Coaching Staff can create tasks, assign these tasks to different people and ensure all activities are managed accordingly.

## 4 Data Library

Within any Coaching Team numerous videos, article documents, and pictures are captured. Having the ability to store these within one central repository ensures that they are easily accessed from any member of the Coaching Staff at any time. The easy to use search mechanism promotes quick and simple access.

## 4 Medical



The Medical Team can easily manage Player injury records, rehabilitation methods and use this information to prevent and predict potential injuries. Player rehabilitation methods can be monitored so medical staff have the ability to identify successful rehabilitation exercises, to ensure quicker recovery rates for Players.

A full audit trail is available for the Medical Staff; from all specific exercises leading up to the injury, all subjective and objective player information, to how the injury was dealt with.

Peaking at the right time and removing the high incidence of injury in professional sport is obviously valuable to an Player's short and long-term health and also the team performance.

Green 4 Medical enables Sport Clubs to have an area entirely devoted to the monitoring and recording of all Player injuries. This provides the Medical Department with a 360 degree understanding of each Player so specific and appropriate rehabilitation measures can be taken.

## 4 Player Analysis

Coaches can easily view numerous reports on any information captured within the system. These can either be pre-defined or created as and when the Coaching Staff need them, so quick and easy access to vital player information can be achieved.

Having the ability to view and compare Player data from every touch points allows Coaches to truly understand the key areas which affect their Player's performances and utilise this information to gain optimal results from their players.

Date	Number of games	Football training sessions	Pre-habilitation Sessions	Core Stability Sessions	Individual British sessions
19/10/2009 to 25/10/2009	0 out of possible 0	6	0	1	0

Date	Hamstrings	Quads	Calfs	Glutes	Glides	Shin/Instep	Back
26/10/2009 to 01/11/2009	0	0	0	0	0	0	0
02/11/2009 to 08/11/2009	1	0	0	0	0	0	0
09/11/2009 to 15/11/2009	0	0	0	0	0	0	0

Date	Number of games	Football training sessions	Pre-habilitation Sessions	Core Stability Sessions	Individual British sessions
26/10/2009 to 01/11/2009	2 out of possible 2	17	0	2	0
02/11/2009 to 08/11/2009	2 out of possible 2	21	0	1	0
09/11/2009 to 15/11/2009	1 out of possible 1	18	0	2	0
16/11/2009 to 22/11/2009	0 out of possible 0	8	0	1	0

Loan Player Reports

## 4 Scouting

The Green 4 Scouting module focuses on providing sports club with the ability to log player and team information. This can then be used to monitor potential Players and record a history of their performances.

All the information is securely stored within the system so all confidentiality requirements of the club can be handled, ensuring only specific people have visibility to potential Player information.

Each Scout can manage their information through the system, from adding new Player information to editing additional information to existing Players. The Head Scout can monitor all activity and create reports based on any requirement, whether this is to analyse a potential Player's performance or to view a Scouts weekly activities.

### KEY BENEFITS:

- A solution that nurtures and develops Player talent.
- Centralises all health, fitness and performance data.
- Links all data sets to enable in-depth understanding into key influences on performance.
- Quick and easy analysis of Player information.
- Optimises training programmes to intervene and prevent avoidable injuries.
- Automate alerts to flag danger signals before they happen.
- Automated Communication between Players and Coaches to facilitate preventative action.
- Simplified data entry directly from the Players mobile phone