

# SafeNet Keeps Sports Analysis in the 'Zone'

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**Ged Holmes**  
**Managing Director**  
**ProZone Group**

## Customer Profile

ProZone Group, based in the UK, develops the most accurate and comprehensive sports analysis software used by leading sports teams, including the majority of football teams in the English Premier league.

## Business Challenge

By analyzing real-time video data, captured by camera sensors throughout a stadium and at the side of the pitch, ProZone can be used to analyze a team during a game, such as individual player input, team cohesion or the overall effectiveness of team strategies. By plotting the movement of each player every one tenth of a second, ProZone can be used to analyze every game in detail, giving valuable insight into team tactics and player input.

The process of capturing and analyzing this raw data begins with the live capture of players' movements, followed by the production of the analysis from a processing suite, where squad and match day information are combined with player and official movements.

ProZone's power is in providing a graphical interface that allows team management to watch a game back while plotting and segmenting players, game events, such as a foul or goal, and the way players interact. The system can also work out individual players' fitness levels, including total distance covered during a game and average running speed.

The software is used by UK Premiership and Championship football clubs such as Arsenal, Fulham, Everton, Manchester United and West Ham United as well as football and rugby teams in Europe, South Africa and the United Arab Emirates. The software has so far been used for over 3,500 games.

Premiership football teams using ProZone to analyze game play have improved by five points per season on average. ProZone wanted to take the high-level analysis and power of its flagship products and make them available to more sporting organizations worldwide including universities, colleges, academies and youth teams.

ProZone MatchInsight is the latest addition to the ProZone product portfolio and allows users to self-code their own selection of games. Through the ability to produce analysis for any game by the club's own personnel, coding costs can be eliminated. The speed between the end of a game and the availability of the analysis can also be reduced. In addition, a single game can be produced by multiple coders, therefore reducing the time to provide a game analysis even further.

As ProZone's first licensed product, the company needed a solution that would allow protection of usage rights in an environment that could possibly allow teams to share software.

## Customer Profile

- ProZone Group develops the most accurate and comprehensive sports analysis software used by leading sports teams

## Business Challenge

- Required a licensing solution to allow protection of usage rights

## Solution

- After evaluating products from SafeNet and Aladdin, ProZone chose SafeNet Sentinel Hardware Keys





“We wanted to bring an affordable product to market that many more sporting organizations could take advantage of, but the close links between customers, such as coaches, managers, etc, suggested to us that we needed a solution to protect the teams information, data and software from readily being shared. MatchInsight’s security was therefore of paramount importance,” said Ged Holmes, Managing Director, ProZone Group. “We looked at options in the market that would solve our problem, and eventually chose to evaluate SafeNet and Aladdin.”

### **Solution**

Following a three-day integration of Sentinel Hardware Keys into the MatchInsight software, ProZone could be confident that MatchInsight’s data or software would not be shared among teams.

Following the evaluation period, ProZone chose SafeNet’s Sentinel Hardware Key technology which delivers high level security through public key cryptography, AES encryption and internal authentication.

### **Why Sentinel Hardware Keys**

“We integrated SafeNet over Aladdin because of the ease of use and implementation of the Sentinel Hardware Keys with the ProZone MatchInsight product to lock down our MatchInsight licenses,” continued Mr. Holmes. “We were also impressed by the superior service and support provided by SafeNet through all aspects of integrating SafeNet’s products into the ProZone service, and the opportunity to work with a high profile company with a global reputation.”

While its straightforward implementation meant ProZone could easily move MatchInsight from v1.0 to v.1.5, it also provided a number of security options.

“By integrating industry-leading rights management into our MatchInsight product, we can provide a quick way for teams to analyze their own games via our innovative platform without the additional expense of offsite coding,” said Mr. Holmes. “ProZone is pleased to be able to offer a new level of match analysis for US universities and colleges. Bringing a product like this to market will offer tools, which the Premiership football clubs use to improve their game, to teams, clubs and organizations in the US.”

“Everyone will be able to see the benefits – and we can be sure that those who have purchased the licenses are the ones using the software.”

### **Benefits**

- Straightforward implementation
- Ease of use and implementation of Sentinel Hardware Keys with the ProZone MatchInsight software
- Good service and support provided during implementation
- No additional expense of offsite coding

### **About SafeNet**

SafeNet is a global leader in information security. Founded more than 20 years ago, the company provides complete security utilizing its encryption technologies to protect communications, intellectual property, and digital identities, and offers a full spectrum of products, including hardware, software, and chips. ARM, Bank of America, Cisco Systems, the Departments of Defense and Homeland Security, Microsoft, Samsung, Texas Instruments, the U.S. Internal Revenue Service, and scores of other customers entrust their security needs to SafeNet. For more information, visit <http://www.safenet-inc.com/sentinel>

