

Stats LLC taking over ICE 'living playbook'

Described as a "living playbook," ICE makes scouting and game prep more efficient.

By Eric Fisher, Staff Writer, SportsBusiness Journal

Stats LLC has acquired the ICE digital coaching and personnel product from Seattle-based data visualization outfit IdentityMine Inc., expanding a partnership between the two firms struck early this year.

Stats' newly formed Sports Solutions Group, which provides analytics product and services to front office, coaching and scouting personnel, will take over all sales, marketing and strategic planning for ICE, co-developed by Stats and IdentityMine. The product name is an acronym for Integrated Collaboration and Evaluation. The system aggregates data from the NFL's official Game Statistic and Information System feed, Stats' battery of unofficial X-Info statistics, coaching evaluations and scouting reports, and ties it directly to game and scouting video. Pooled information is then displayed graphically across a wide variety of platforms.

ICE has been described as a "living playbook" that allows coaches to perform traditional scouting and game preparation far more efficiently.

The New Orleans Saints last year were a beta client of ICE, and Stats is preparing a broader rollout for the product across multiple sports.

"We see a lot of synergies between this product and others that we're working on," said John Pollard, general manager of the Stats Sports Solutions Group. "This is going to enable us to bring more products to market and faster. We've lined up our core competencies appropriately."

Financial terms were not disclosed, but the pact is based in part upon a front-end payment from Stats for the intellectual property rights to ICE, and future revenue sharing. IdentityMine will remain a development partner to Stats.

Pollard previously was IdentityMine director of business development before moving over to Stats in September to head the Sports Solutions Group.

