



ProZone Protects its Sports Analysis Software with SafeNet Sentinel Keys

CASE STUDY



ProZone Group develops the most accurate and comprehensive sports analysis software used by leading football and rugby clubs in Europe. The organization needed Sentinel Hardware Keys to protect their software and prevent teams from sharing software.

The 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

Challenge

- Required a licensing solution to allow protection of usage

Solution

- SafeNet Sentinel Hardware Keys

Rewards

- 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

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 selfcode 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.

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. "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 multiple competing products."

The 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.

The Conclusion

"We integrated SafeNet 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.

"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."

About ProZone

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.

"We were 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."

-Ged Holmes, Managing Director, ProZone Group

About SafeNet

Founded in 1983, SafeNet is a global leader in information security. SafeNet protects its customers' most valuable assets, including identities, transactions, communications, data and software licensing, throughout the data lifecycle. More than 25,000 customers across both commercial enterprises and government agencies and in over 100 countries trust their information security needs to SafeNet.



Contact Us: For all office locations and contact information, please visit www.safenet-inc.com

Follow Us: www.safenet-inc.com/connected

©2011 SafeNet, Inc. All rights reserved. SafeNet and SafeNet logo are registered trademarks of SafeNet. All other product names are trademarks of their respective owners. CS (EN)-12.26.10