

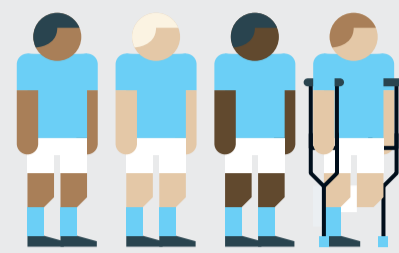
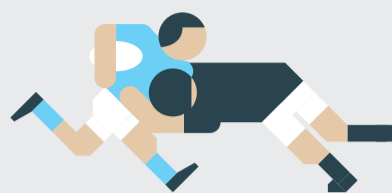
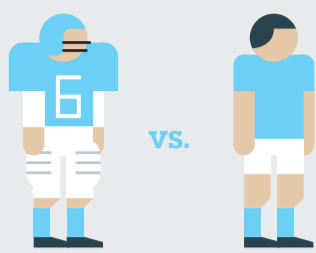
# PREVENTING INJURY WITH ANALYTICS



An injured player isn't the only one who feels the pain. The loss of a key team member can negatively impact a club's chemistry, record and fan attendance. Looking to prevent injuries before they happen, the Leicester Tigers rugby team turned to IBM predictive analytics.

## IDENTIFYING RISKS

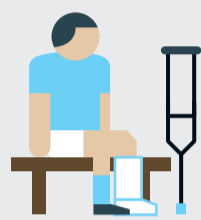
### A PHYSICALLY TOUGH GAME



No pads are worn. Players make 20–40 tackles per match. 1 in 4 get injured each season.

## MISSING PLAYERS CAUSE MISSED OPPORTUNITIES

### Players

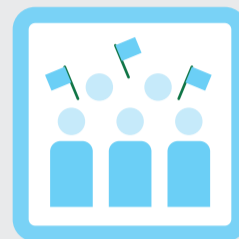


### Organization



RECORD  
**0-3**

### Fans



Players with injuries are benched. The team is less competitive. Viewership declines.

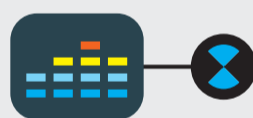
## USING ANALYTICS TO AVOID INJURY

### DATA COLLECTION

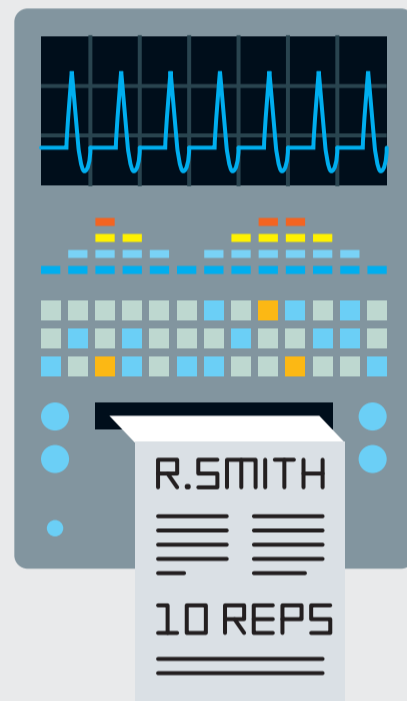
Players are fitted with sensors to measure and monitor intensity levels, collisions and fatigue. Psychological data is also analyzed to reveal key factors that may affect performance.



Psychological



Physical



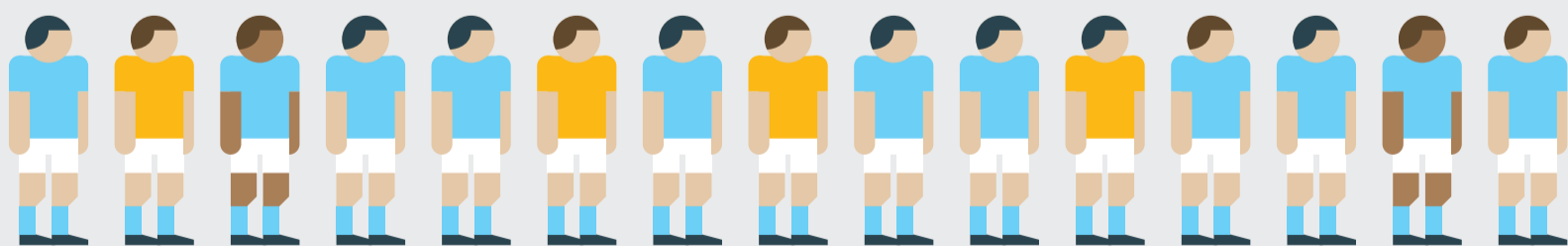
### PREDICTIVE ANALYSIS

Using IBM predictive analytics, the Tigers can rapidly aggregate and analyze the data of all 45 players, predict risk of injury and modify training regimens for players at risk.

## GAINING A COMPETITIVE ADVANTAGE

### PREVENTING INJURIES AND NURTURING NEW TALENT

In addition to creating tailored training programs, the Leicester Tigers are using IBM predictive analytics to improve their player scouting and ensure they have the best young talent.



### Players

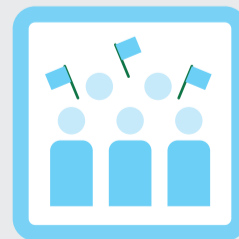


### Organization



RECORD  
**3-0**

### Fans



Healthy, talented players. Better record. Viewership grows.

## DATA IS A GAME CHANGER

From analyzing player fatigue on the pitch to improving the way that fans experience the game, data has become an integral part of the sports world. To learn how IBM is using data to change the game on and off the field, visit [IBM.com/sports](http://IBM.com/sports)