



## Case Study - University of Louisville (USA)

The University of Louisville first became a Sportstec customer in 2003 when the Women's Soccer program bought a SportsCode GameBreaker Software License. Since then the relationship between the University of Louisville and Sportstec has continued to thrive and grow over the years. SportsCode software, including GameBreaker, Pro, and Elite, has been used by many sports at Louisville, including: Men's Basketball, Women's Basketball, Men's Soccer, Women's Soccer, Women's Volleyball, Women's Lacrosse, Field Hockey, and Softball.

As more sports have joined the Sportstec family the opportunity to enhance the video analysis capability for each sport became apparent. In the summer of 2007 the University of Louisville became a Sportstec Elite Partner. As a Sportstec Elite Partner each sport at the University (except Football) has access to the SportsCode Elite video analysis software for each NCAA certified coach on staff. In addition, by maintaining a customized annual support agreement, each sport has access to Sportstec's software support system any time they need it.

Becoming a Sportstec Elite Partner has improved the video analysis capabilities of many of the sports at Louisville. The Men's Basketball team, who already utilized SportsCode Elite and Elite Review software, has seen the many benefits of becoming a Sportstec Elite Partner. Matt Morris, Video Coordinator for the Louisville Men's Basketball team, says, "The Sportstec Elite Site License has allowed us to utilize the many features in Elite throughout the entire scouting process. We watch a lot of video on every opponent, and having the capabilities in all of our coaches hands has made our scouting process much more efficient. Sportstec is a huge asset to our program". The Women's Volleyball team, who utilized the SportsCode Pro software, now is able to break down more video live during a match due to the code button linking ability in Elite. Craig Bere, Assistant

Coach for the Louisville Women's Volleyball team, says, "SportsCode Elite has been an extreme asset to our program from a player development and scouting standpoint. Being able to utilize the Movie Organizer while making our final edits has saved us a lot of time. The code button linking has allowed us to get a lot more information without having to do much more work. The ease of use of the software has simplified things within our program and we are excited to use more of the Elite features in the coming years".

The Men's Soccer team, who utilized the SportsCode GameBreaker software, utilizes the text coding ability and code matrix now available to them in the SportsCode Elite software. "SportsCode is a very crucial part of our game preparation. The ability to single out key 'pictures' throughout a soccer game and replay them in team conferences has made our use of video more effective. With so many forms and style of play in soccer, the flexibility of SportsCode covers the need to tailor fit every game breakdown to specific games and even players", says Caleb White of the Men's Soccer team. "These features, coupled with outstanding technical support, have added another dimension to our coaching ability".

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The University of Louisville is seeing the positive impact SportsCode Elite can have on a program's preparation and development. As more sports at Louisville take advantage of being a Sportstec Elite Partner and integrate SportsCode Elite into their daily video preparation, the more powerful this relationship will become. Sportstec and the

University of Louisville will continue to work together to keep all of the athletic programs on the cutting edge of technology.

