

# Taking hockey sports performance to the next level with plug-and-play analytics

*“The data never lies and you become much more aware of the little changes that happen gradually. That’s where Qlik and Hat-TriQ deliver the advantages that lead to winning the game.”*

**Andreas Hadelöv,**  
Sports Analyst, Malmö Redhawks



## About

Sports is a data-rich field with a significant impact on people, the economy, and an undeniable draw for investors. Through time, tracking and monitoring has become a key in sports – and now it also plays a role in SHL – the Swedish Hockey League.

One of them is Malmö [/'malmʊ/] Redhawks, whose story tracks back to 1947. It's a team with a reputation for innovation both on and off the ice, with a strong focus on training techniques and player welfare as well as strong performances during games.

Their commitment to innovation led them to explore new ways to stay ahead. With help from Stretch On Sense – a specialized team under the wings of Stretch Qconnect, they reimagined the process of coaching the players true to reality.

Their data journey began by identifying urgent pain points and challenges. The key issues were:

- Managing growing data volumes became increasingly challenging
- Opportunities to optimize team performance were being missed
- Key data was scattered across multiple sources and systems



## Data, IoT and AI + hockey? Are you serious?

So how could these challenges be addressed? When Malmö Redhawks first contacted Stretch Qconnect, they had a very explorative approach towards how data and analytics could be implemented in the field.

The team was already gathering data on nutrition, stress, sleep, and physical state from wearables like Oura rings and Catapult vests. But combining these data points into actionable insights was the key to improving performance.

Despite valuable data, Malmö Redhawks realized much of it was underused due to volume and fragmentation across systems, complicating efforts to gain clear insights.

## Customer case | Malmö Redhawks

Coming up with different ideas for how data from several tracking devices could be streamed into the Qlik platform and make the unknown more visible. The solution was to build a tool that by connecting the dots in between metrics

Additionally another layer is added to the full analytical picture with Spiideo – in short, a technical advanced intelligent system that recognizes and tracks and records all players on the field individually.

## Everything in one platform

Data from multiple tracking devices is consolidated into one platform, [Hat-TriQ](#), allowing coaches and staff to make fact-based decisions.

Andreas Hadelöv is responsible for the main administration of the hockey data and analytics, elaborates: *“Using data gives you a backbone to make the right decisions (...) With Hat-TriQ in Qlik, we have an analytical tool where we can get maximum value from our data because the whole organization communicates and speaks the same language, which makes it a real game-changer for us”.*

Hat-TriQ consolidates everything into one platform, ultimately eliminating data silos.

**SHL** Qlik

**SPORT LOGiQ**  **FIRSTBEAT** **Intelligent Fortune**

## Taking the game to the next level with data-driven insights

Malmö Redhawks now use Hat-TriQ daily for performance management, combining, analyzing, and presenting data. It builds trust by providing a single point of reference for critical data, boosting performance, and offering insights into what went right or wrong by analyzing historical trends.

## Customer case | Malmö Redhawks

The platform provides Andreas with real-time, on-demand statistics via Qlik dashboards, tailored to his needs. For example, when a player performs exceptionally well, they can analyze the contributing factors. Coaches can also replay key moments, analyzing heart rate and energy levels to better understand how a goal was scored, sparking discussions.



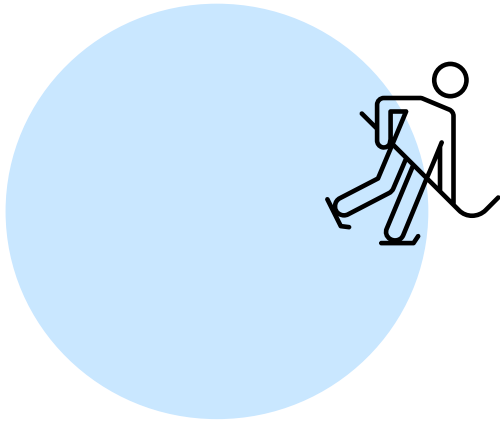
Qlik enables Malmö Redhawks to deliver tactical advice for future matches and make adjustments based on both their own and their opponents' strengths and weaknesses.

A key result has been a significant reduction in player injuries, as coaches can now intervene when players are in peak physical and mental condition.

## Continuing the growth

So what is the vision for the future? Since the Hat-TriQ was established in late summer of 2021, they have continuously been refining and adapting to using the platform, learning how to pivot their mindsets into data-driven strategizing and tactical advice on both team and player level.

Using data as a key driver in sports has disrupted traditional viewpoints. So business value is delivered, but one major challenge has also been to convince people in the organization with strong legs to have both trust and patience with the project and it's onboarding.



*“The coaching staff will look to Hat-TriQ to help with decisions from game to game and day to day, but this is also a future-facing project. Our goal is to be able to ask better questions, get better answers and use those to make the next questions even better”,* says, Freddie Sjögren, Head of Performance in Malmö Redhawks.

Malmö Redhawks have positioned themselves as frontrunners in Swedish hockey, being the first to deploy this advanced technology. They aim to inspire other teams, leagues, and industries to leverage IoT as a key data platform for future success.

## Contact

Are you looking to take your data to the next level or gain actionable insights from your data? Data analytics is applicable to every possible business area, and partnering with us provides a scalable and customized end-to-end solution, according to your needs and in close collaboration with you.

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