



- *“One of the things we asked Mike at the beginning of the year was always look at stacks and bunches. We always feel like stacks and bunches is important to understand how things play out. He is our stacks and bunches guru. We use PFF [Pro Football Focus] to give us a folder of stacks and bunches every week.”* - Super Bowl LII Champion Offensive Coordinator, Frank Reich
- *“PFF saved us 10,000-man hours in our scouting process this past draft.”* – NFL Front Office
- *“We attributed all three special teams return TDs in 2017 to PFF data.”* – FBS Special Teams Coach
- *“PFF Data saves me 10 hours per week in season drawing play cards.”* – NFL Coach
- *“Both of our pick-6’s in 2017 were a result of PFF tendency breakdowns.”* – Power 5 Defensive Coach

## **How are PFF team clients gaining an edge?**

Help GAs/Analysts work smarter and faster with a more comprehensive and efficient breakdown process. Most clients report up to a full-day head start gained for their weekly schedule.

- Uncover hidden, actionable play-calling tendencies on your opponent – and do so earlier in the week.
- Increase frequency and depth of self scouting
- Powerful and fast film study of entire FBS and NFL for exploring new ideas and concepts:
  - Trick Look/Plays
  - Explosive plays
  - Screen plays
  - RPOs
  - Stunts & Blitz/Dogs
  - Red Zone
  - Bunch/Stack formations
  - Run Concepts
  - Big Special Teams plays (Trick plays, Blocked kicks, Returns for TD, etc.)
- Prep your players with quick, customized cut ups on their opponent matchups:

- O-linemen getting beat
- receivers being targeted, vs. press coverage, running certain routes
- TEs and RBs in pass pro
- DBs blitzing
- Defenders generating hurries, hits, sacks, tfls
- Inside, Outside and Bullrush moves that lead to pressure
- Defenders targeted in coverage, forcing incompletions, allowing big gains

- Use PFF grades and metrics as an independent resource to identify/confirm personnel strengths and weaknesses

- Empower SID and social media staff with unique PFF grades, rankings and stats to promote positive team storylines - and to support recruiting efforts