



## CUSTOM DEPLOYMENTS

# Repeatable movement protocols become dedicated analysis packs.

Custom Deployments extend the same engine to new movement contexts. A deployment defines what matters in a protocol, which detectors identify the relevant moments, which telemetry channels should be exported, what custom rules should flag, and which report language should explain the results. Technically, creating a custom deployment is creating a new analysis pack: isolate detectors, telemetry, rules, thresholds and lexicon; integrate it into the shared engine; test it; validate it; then deploy it as a focused product path.

## Sales conversation points

### 01 Define protocol

Lock the movement, audience, capture requirements and success criteria.

### 02 Select telemetry

Choose channels that actually explain the target movement.

### 03 Build detectors

Create phase or event logic that marks meaningful windows.

### 04 Custom rules

Process persistent patterns through severity bands and rule-based analysis.

### 05 Pack lexicon

Use context-specific language for findings, reports and review outputs.

### 06 Validate and deploy

Test with coaches, analysts or domain experts before release.

## SAFE POSITIONING

Custom deployments should be validated against the intended population, capture method and review goal before being treated as production authority.