

National Basketball Association: Scoring Big with Real-Time Statistics and SAP HANA®

The NBA played its first game back in 1946, and the NBA has been generating excitement and loads of statistics ever since. Today, basketball fans have instant access to the NBA's entire history of official statistics thanks to www.NBA.com/Stats, a Web site powered by the SAP HANA® platform.

Executive overview

Organization

National Basketball Association

Headquarters

New York

Industry

Sports and entertainment

Products and Services

Global sports and media business built around professional basketball

Employees

>1,000

Web Site

www.NBA.com/Stats

Partner

SAP® Services organization

BUSINESS TRANSFORMATION

Top objectives

- Grow the game of basketball on a global basis
- Drive greater engagement among more than 450 million fans
- Maximize the use of more than 65 years of statistical data

Resolution

- Implemented the SAP HANA® platform to manage the NBA's Big Data
- Developed a single, interactive statistics Web site that is available to fans, the media, NBA teams, and players – www.NBA.com/Stats
- Teamed up with the SAP Services organization to ensure a speedy and smooth rollout of the Web site, which is powered by SAP HANA

The key benefits

- Definitive statistical offering with the NBA's entire history of official statistics now possible with www.NBA.com/Stats, offering instant access to all statistics for an unparalleled fan experience
- Significant growth in number of visitors to the NBA Web site

Read more ►

TOP BENEFITS ACHIEVED

>4.5
quadrillion
combinations of statistics

~60%
Increase in total time spent per visitor (2012–2013 versus 2013–2014)

5 minutes
After each game, the statistics Web site is updated

See more metrics ►



“SAP HANA enabled us to build a groundbreaking Web site that I think is the best in sports.”

Michael Gliedman, Senior Vice President and CIO, National Basketball Association

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A virtual sports bureau for every fan

Who currently leads the National Basketball Association (NBA) in points per game? You can find the answer to that question – and, in fact, the answer to nearly anything about the game of professional basketball – at www.NBA.com/Stats.

Today, millions of fans around the world visit this Web site to get their hands on the NBA's latest statistics and more than 65 years' worth of historical data. Until recently, this incredible resource wasn't available to the average fan. Mark Tatum, the NBA's Deputy Commissioner, recalls, "There's such a rich history of statistics in the NBA, yet we weren't providing our fans a robust enough database, because our systems couldn't handle it."

Back then, NBA executives wanted to further engage their loyal fan base with instant access to statistics and the ability to interact with this information. They wanted a Web site that provided every follower of the game a virtual sports bureau of their own.

Furthermore, league officials weren't satisfied with making the NBA stats site just pretty good. As Senior Vice President and CIO Michael Gliedman notes, "We would say to ourselves, how do we make this awesome?" The answer to that question was found in the SAP HANA® platform and its in-memory computing technology.

"Engaging with our fans is the most important thing that we can do . . . making sure that they feel close to the game."

Mark Tatum, Deputy Commissioner, National Basketball Association



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Teamwork makes it happen

Delivering the Web site that NBA executives envisioned was a challenge. The NBA has over 450 million fans worldwide – that’s more than the entire population of the United States. Making its vast collection of statistics available to all of them was impossible with the league’s existing technology.

That’s why choosing SAP HANA to power www.NBA.com/Stats was such a slam dunk. The speed and performance of the in-memory computing technology from SAP makes it possible for the site to accommodate tens of thousands of concurrent users. The platform’s fast data loads allow the NBA to add new statistics following a game.

When it came to implementing its best-in-class Web site, the NBA was all about collaboration. After all, as Steve Hellmuth, the NBA’s Executive Vice President of Operations and Technology, observes, “The number-one factor that determines the NBA champion every year is teamwork.” So the NBA teamed up with the SAP® Services organization to ensure a smooth rollout of the new technology. “We couldn’t have gotten to where we ended up in such a short period of time without them,” notes Gliedman.

This teamwork resulted in a one-stop source for all NBA statistics that is now used by enthusiastic fans, the worldwide media, and all 30 NBA teams.

“For the very first time, fans have direct access to a league’s entire history and its entire database of situational stats.”

Steve Hellmuth, Executive Vice President of Operations and Technology, National Basketball Association



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The NBA's motto: "Everybody Up"

Today, the statistics and video captured and used during NBA games flow back into the league's database. Fans can then use www.NBA.com/Stats to track every amazing point, rebound, and blocked shot in near-real time. "Everything a fan needs to know about their team is now immediately available," adds Hellmuth, "They can slice and dice the data and look at it however they wish."

The new site offers an in-depth experience to anyone who follows the game. Media uses the site to

develop compelling story lines, hard-core devotees research the perfect fantasy team, and the casual fan learns more about the sport. The average visitor spent nearly 60% more time on the Web site during the 2013–2014 season versus the 2012–2013 season. And with its global exposure, the site helps extend the NBA brand to consumers and fans around the world.

Gliedman sums it up best: "All of the power that's built into the site is really about letting the fans engage more with the sport."

KEY BENEFITS

>4.5
quadrillion
combinations of statistics

250
Statistics generated
per second

5 minutes
After each game, the statistics
Web site is updated

>65 years
Of statistics available
on the Web site

>450 million
Global fans of NBA basketball

>215 countries
Enjoy NBA programming



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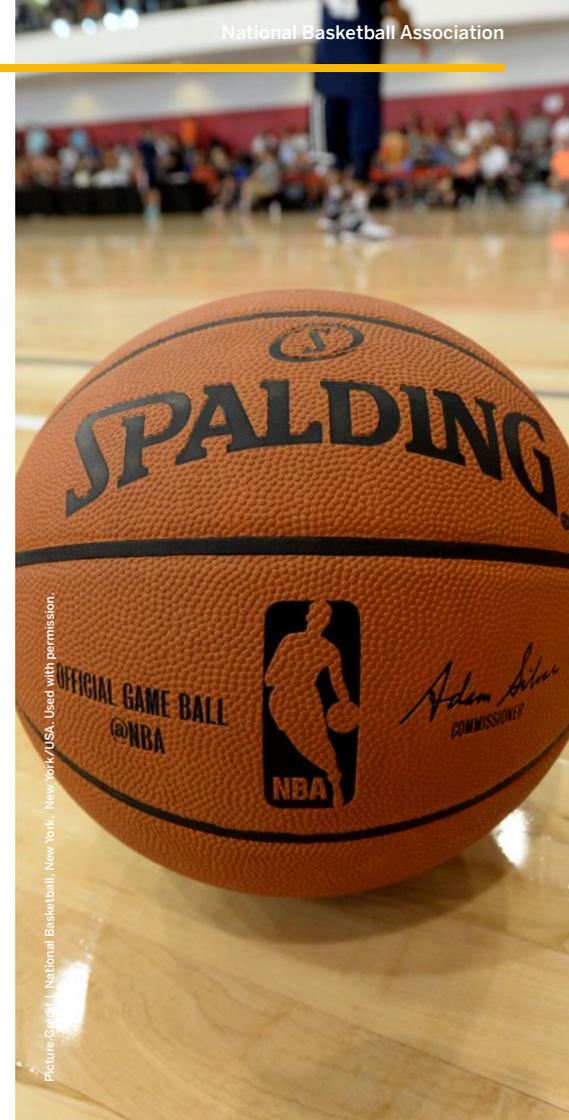
The future of the game

“The NBA’s goals are, first and foremost, to grow and celebrate the game of basketball on a global basis,” explains Tatum. This year, NBA programming will be seen in more than 215 countries and enjoyed in 47 languages.

The NBA and SAP are looking to innovate even further. Groundbreaking video content and advanced box scores have already been unveiled, and www.NBA.com/Stats is now available to fans through smartphones and tablets. And new innovations are just around the corner.

Overall, the success of www.NBA.com/Stats contributed to NBA.com achieving all-time traffic records. The Web site is expected to play an important role in keeping basketball’s expanding audience fully engaged and close to the game.

Through its partnership with SAP, the site has become the definitive destination for official NBA statistics. As for who leads the NBA in scoring, you’ll have to get the latest at www.NBA.com/Stats.



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