



TIME TO MOVE

SAP Innovation Awards 2019 Entry Pitch Deck

Fitcoins: how to motivate employees worldwide to be more active at work

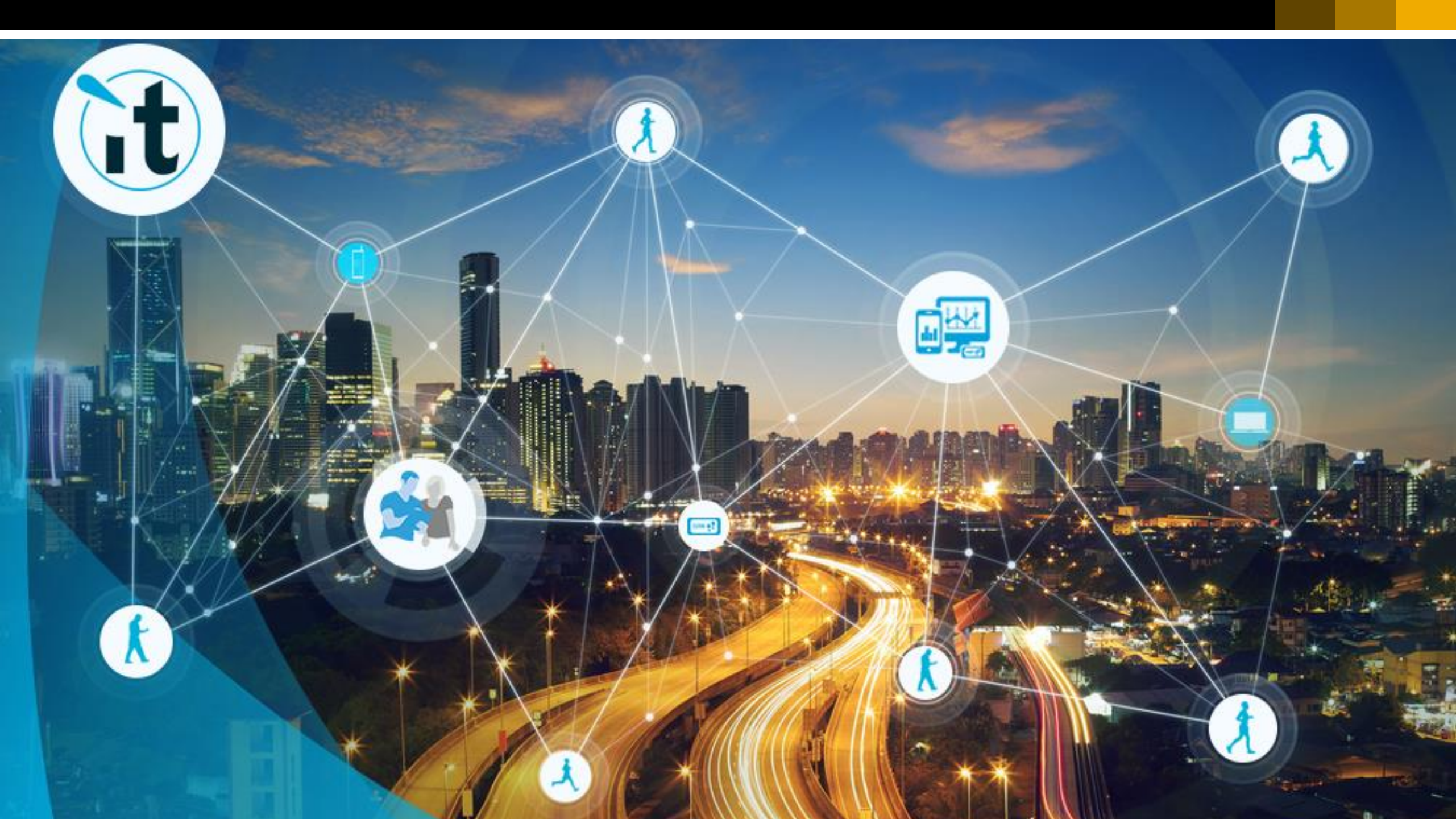
Its My Life™



Intro Video



<https://www.youtube.com/watch?v=dIXVOQ3yeZw> (English subtitles included)



Fitcoins: a new digital ecosystem for preventive health



Its My Life™

“Quote”

“Where on one hand technology is responsible for our inactive lifestyle, that same technology can get us moving again”

René Sielhorst,
founder Its My Life™

Challenge

Conservatively estimated, physical inactivity cost health-care systems internationally \$ 53.8 billion worldwide annually, of which \$12.9 billion is paid by the private sector. In addition, physical inactivity contribute to \$13.7 billion in productivity losses every year. Since our working lives force us to sit for long periods of time, physical inactivity can be seen as the new occupational risk.

Solution

Offers companies, educational and government institutions the opportunity to invest as easily as possible in a healthy and active lifestyle for their employees, to improve corporate and individual well-being.

Outcome

A digital ecosystem built on SAP Cloud Platform that connects people, employers and health providers around the globe, introducing Fitcoins as virtual currency for health improvement and challenges between companies to make an active lifestyle fun and engaging.

Reducing the global burden of physical inactivity (\$ 53.8 billion annually) by 10% in 2030

Better communication and collaboration within the global ecosystem of employers, health providers and human beings

Better understanding of the connection between good health and a sustainable working life, for employers as well as employees



Partner Information

Expertum Consulting

Implementation partner & Launching customer



“Creating positive impact combining the vision of Its My Life™ and the power of SAP Cloud Platform and HANA is extremely rewarding. Being both the implementation partner and Launching customer, we have seen the positive impact the Its My Life™ Platform and Ecosystem have on our people and organization.”



Business Challenge & Objectives

The pandemic of physical inactivity is associated with a range of chronic diseases and early deaths. A better understanding of the economic burden could help to inform resource prioritisation and motivate efforts to increase levels of physical activity worldwide.

Conservatively estimated, physical inactivity cost health-care systems internationally \$ 53.8 billion worldwide in 2013, of which \$31.2 billion was paid by the public sector, \$12.9 billion by the private sector, and \$9.7 billion by households. In addition, physical inactivity related deaths contribute to \$13.7 billion in productivity losses worldwide. High-income countries bear a larger proportion of economic burden (80.8% of health-care costs and 60.4% of indirect costs).

Despite the well known positive effects of a healthy lifestyle, most people find it difficult to invest money and time in maintaining a good health. It seems all the knowledge and well-meant advice from doctors is not sufficient to reverse the tsunami of non-communicable diseases (NCDs).

The following objectives were the result of a Design Thinking Workshop (co-creation of employers, employees, SAP partners and Its My Life)

- Make a healthy and active lifestyle easy, fun and engaging.
- Reward people for healthy choices, no matter how small.
- Do it together, give all stakeholders the opportunity to contribute to the mission.
- Economics, politics or health insurers can not be an obstacle to participation.
- Accept that we do not know exactly what works and what does not, but let us use the data collected by the ecosystem to find out.



Project / Use Case Details

Goal

To motivate employees worldwide to be more active at work





Project / Use Case Details

Concept

Rewarding a healthy lifestyle leveraging technology and an extensive ecosystem





Project / Use Case Details

September 2017

Design Thinking Workshop for HR business leaders, employees and healthcare providers at ONVZ Health Insurance



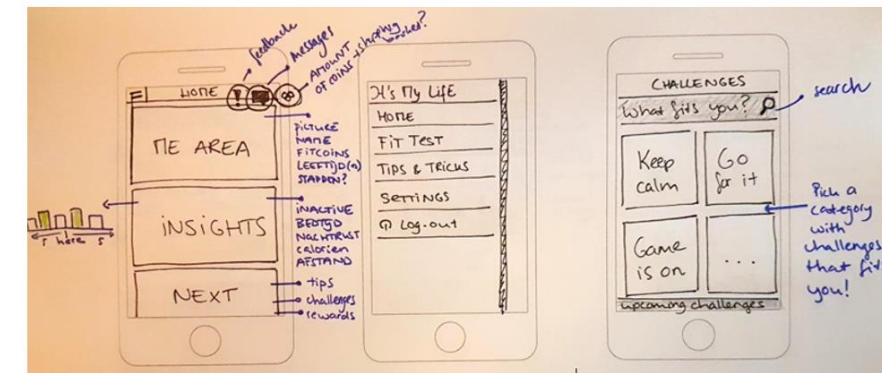


Project / Use Case Details

Result Design Thinking workshop

Design Thinking

<p>Flowiek 39 jaar 2 kids Parttime bouwmedewerker</p> <p>Situatie: - Sport niet - gezellig samen eten - tv-kijken - series</p> <p>Doel: Afvallen, moet niet te veel tijd kosten.</p>	<p>"Mijn kinderen zijn mijn alles en gaan staan op nr 1."</p> <p>Motivatie: - kinderen - man - tijd voor mezelf</p>	<p>APP</p> <ul style="list-style-type: none"> → Log-in (once) → o-meting (real) → Do (walk/stumble) → challenges → leaderboard → Reward → inzicht → tips & tricks
<p>Gemeente R'dam</p> <p>Situatie: - geen faciliteiten op sport gebied voor medewerkers - veel medewerkers overgewicht veel ziektesverzuim</p> <p>Doel: Stimuleren van medewerkers om meer te bewegen om gezondere medewerkers te krijgen.</p>	<p>"Het en voor mensen bouwen aan de toekomst van R'dam."</p> <p>Motivatie: - gezonde medewerkers - positieve sfeer/samenhang</p>	<p>DASHBOARD</p> <ul style="list-style-type: none"> Benchmark Insights Local personal Agenda Rewards (Fitcoins) bonnen





Project / Use Case Details

October 2017

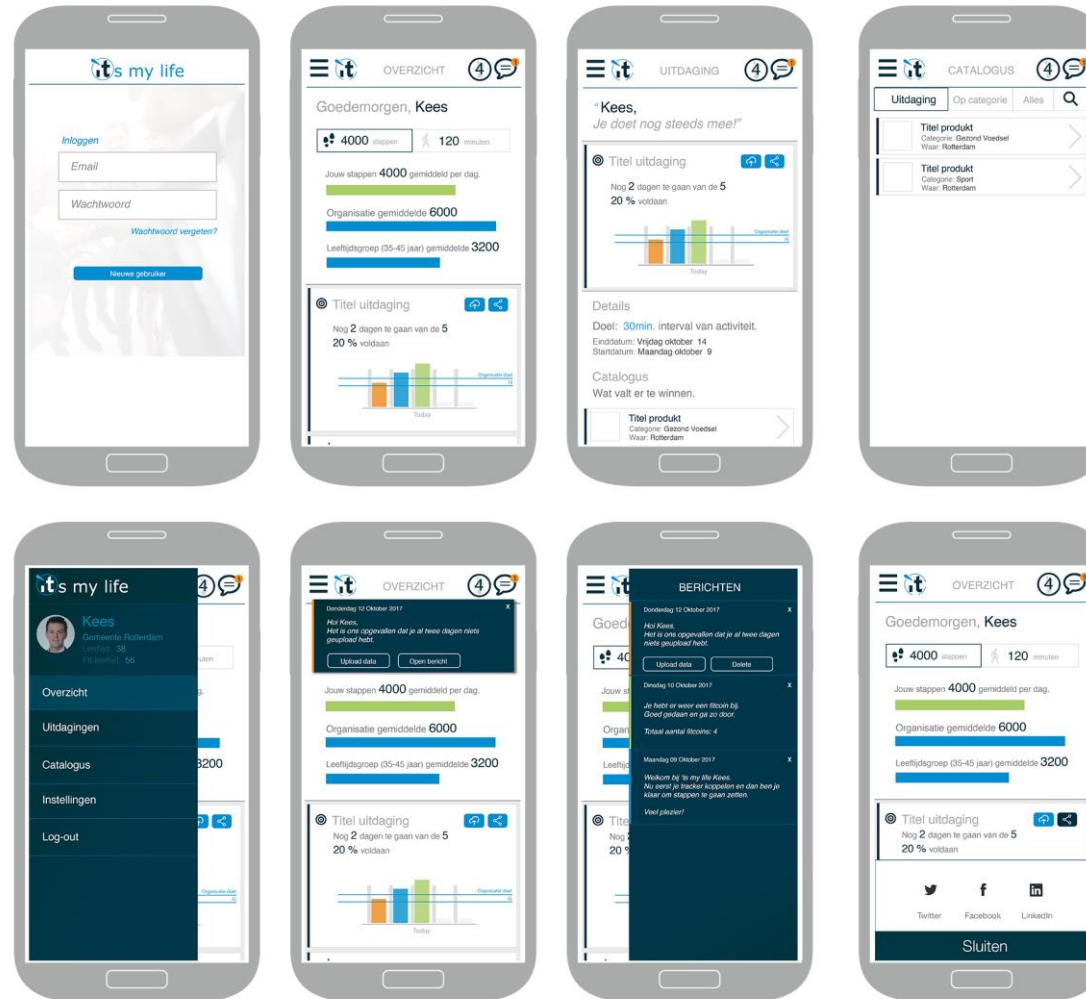
SAP Run Live Truck – MVP Development Its My Life™ App on SAP Cloud Platform





Project / Use Case Details

SAP Run Live Truck MVP results – Its My Life™ app





Project / Use Case Details

Video Run Live Truck

https://www.youtube.com/watch?time_continue=1&v=gUMuDImhtUM

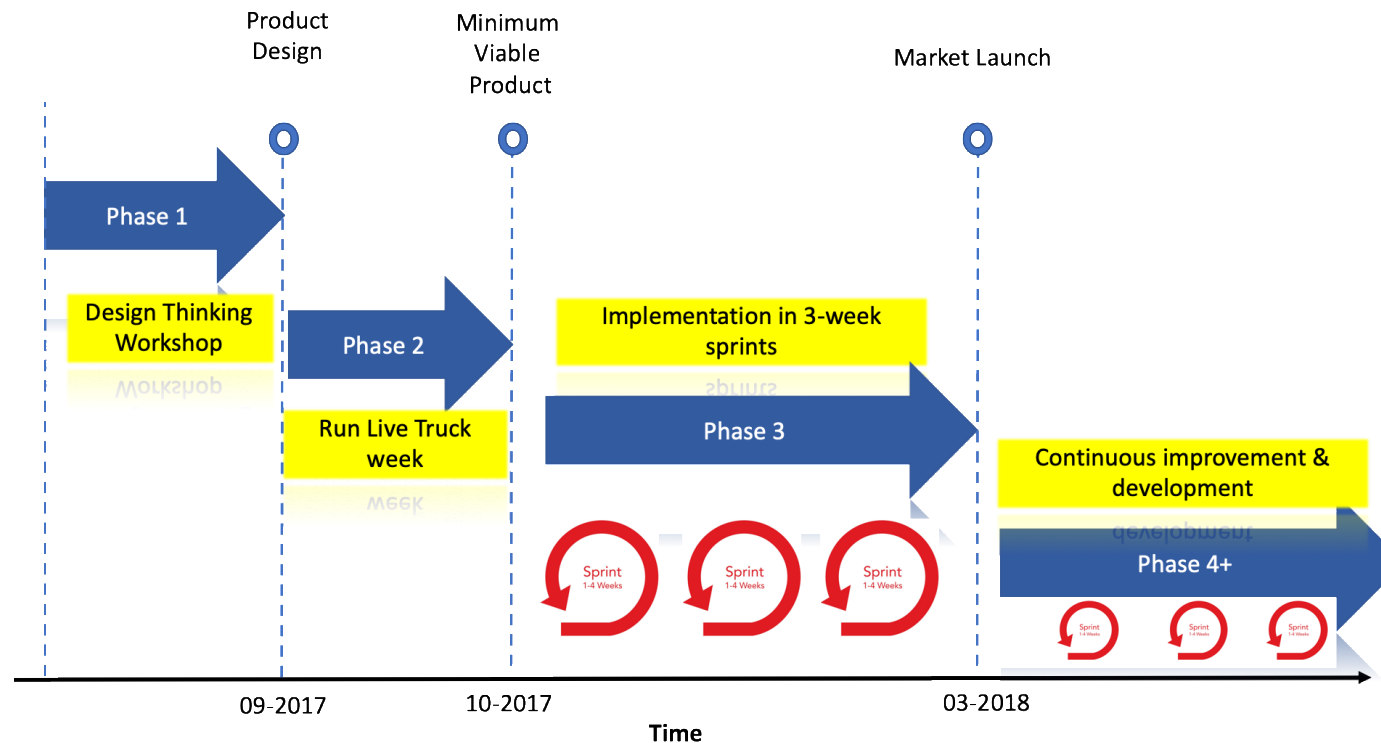




Project / Use Case Details

Product Development – before launch

- Its My Life & Expertum team to define key features for Market Launch
- Development realized from MVP to Launch in three 3-week sprints, covering the product backlog in this period.





Project / Use Case Details

March 2018

Market launch at Nationale-Nederlanden

In addition, client cases at:

- IBM
- BP
- SAP Netherlands
- ONVZ Health Insurance
- Rabobank

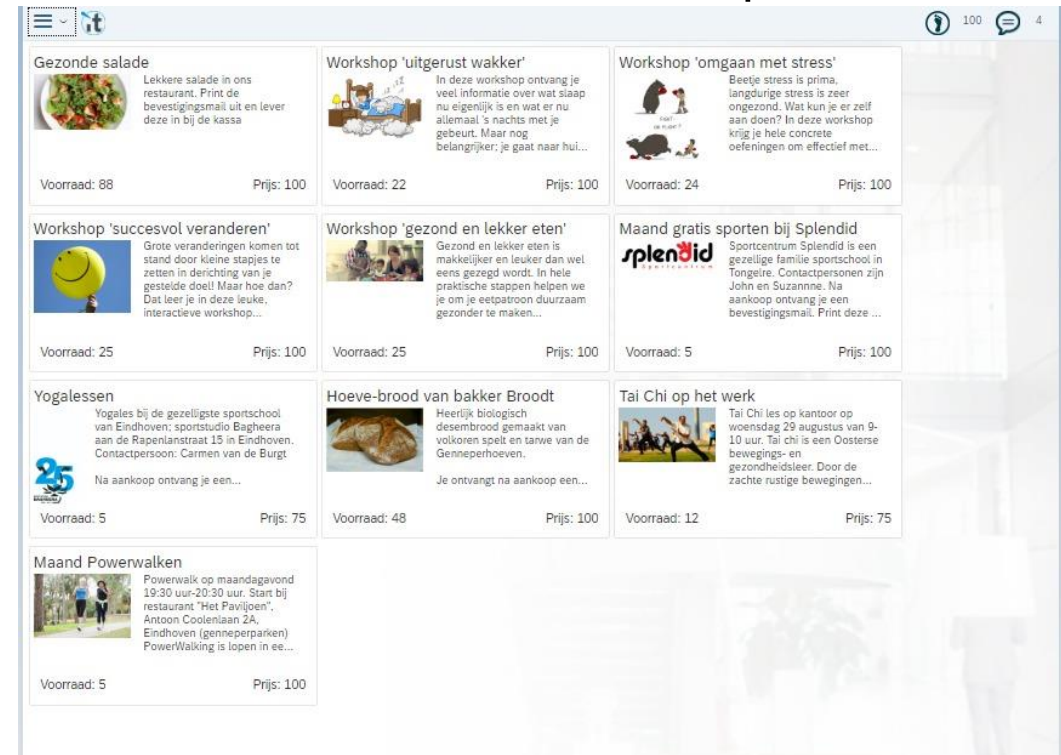




Project / Use Case Details

September 2018

Add Fitcoins® as reward for healthy behavior and development of health catalogue for healthcare providers, healthy nutrition and local suppliers of workshops, training and sport activities. Building an innovative business network for corporate and individual well-being.





Project / Use Case Details





Benefits and Outcomes

Business / Social

Social Outcomes

- Reduce the global burden of inactivity by 20% in 2030
- Improve quality of life of individuals

Business Outcomes:

- Empower employees to be more active at work
- Lower productivity loss and absence due to improved mental and physical health
- Automated invoice and budget matching between employer and Its My Life Ecosystem providers
- Shared economy and network based business

IT

IT Outcomes

- Intuitive HR dashboards and Analytics
- Budget control for Corporate well-being programmes
- Better communication and collaboration within the global network consisting of employers, health providers and human beings

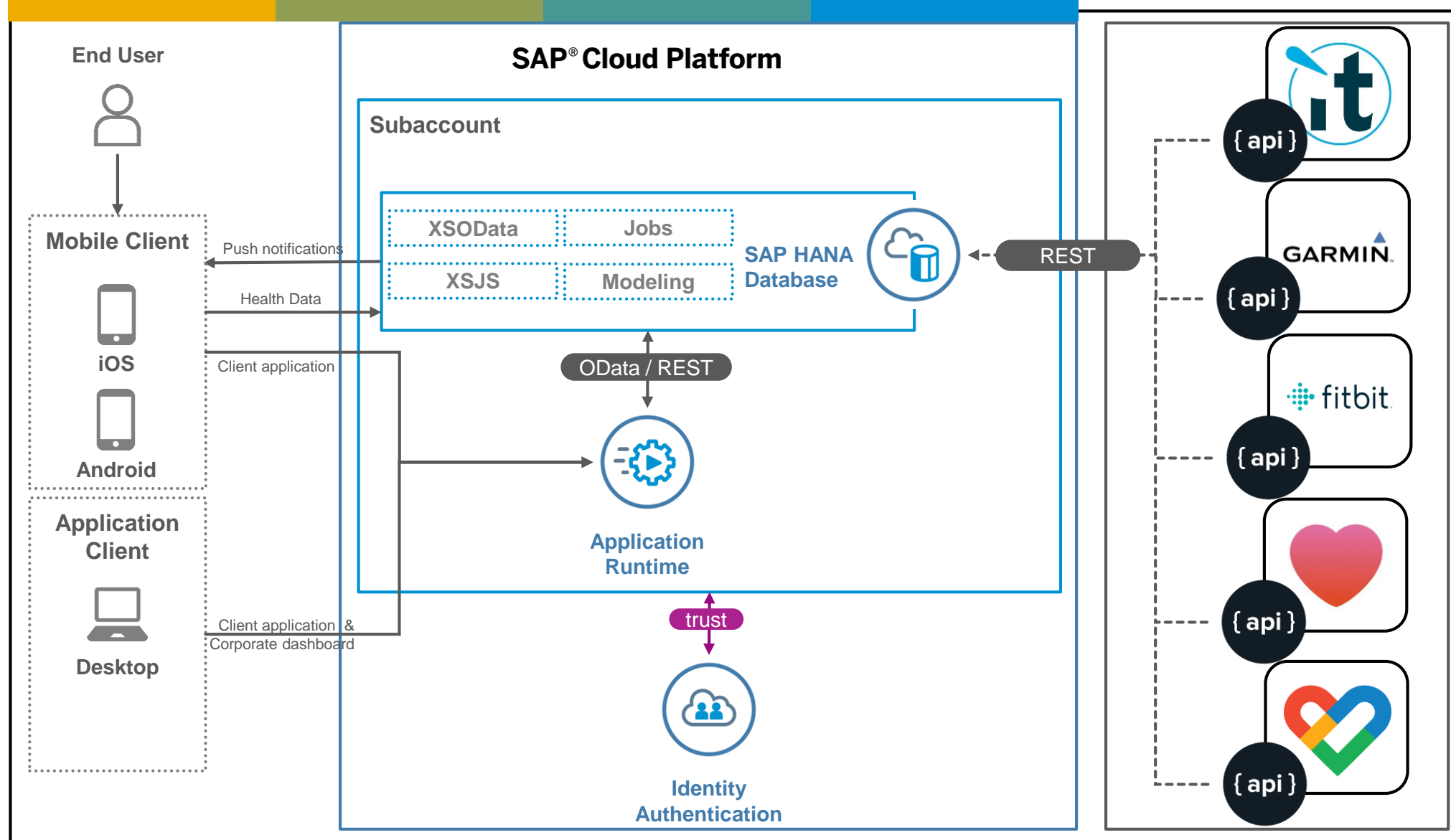
Human Empowerment

Human Empowerment Outcomes

- Easy access to corporate well-being programmes
- Save time and money by participating in company-provided health programmes
- Improved ability and incentive to make healthy decisions, based on comprehensive data
- Better understanding of the connection between good health and a sustainable working life, for employers as well as employees



Architecture





Deployment

Date of Deployment or POC: April 2018

Number of live users: 1200+

SAP Technologies Used:

SAP Cloud Platform	Productive
SAP Identity Authentication	Productive
SAP HANA XS	Productive
SAP UI5	Productive
SAP Analytics Cloud	PoC

Server Processor: N/A (SAP Cloud Platform deployment)

Linux Distribution: N/A (SAP Cloud Platform deployment)



Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	No	
2.	IoT	Yes	Smartwatches and smartphone sensors are used to receive movement data for users
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	Yes	Several data sources are used to retrieve movement data of users. Data is pushed to Its My Life when it is synchronized from smartwatches
7.	Extending the digital core with SAP CP / ABAP in SAP CP	No	
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	Yes	Design thinking is used at the start of the project and after go-live to find new features for the application