

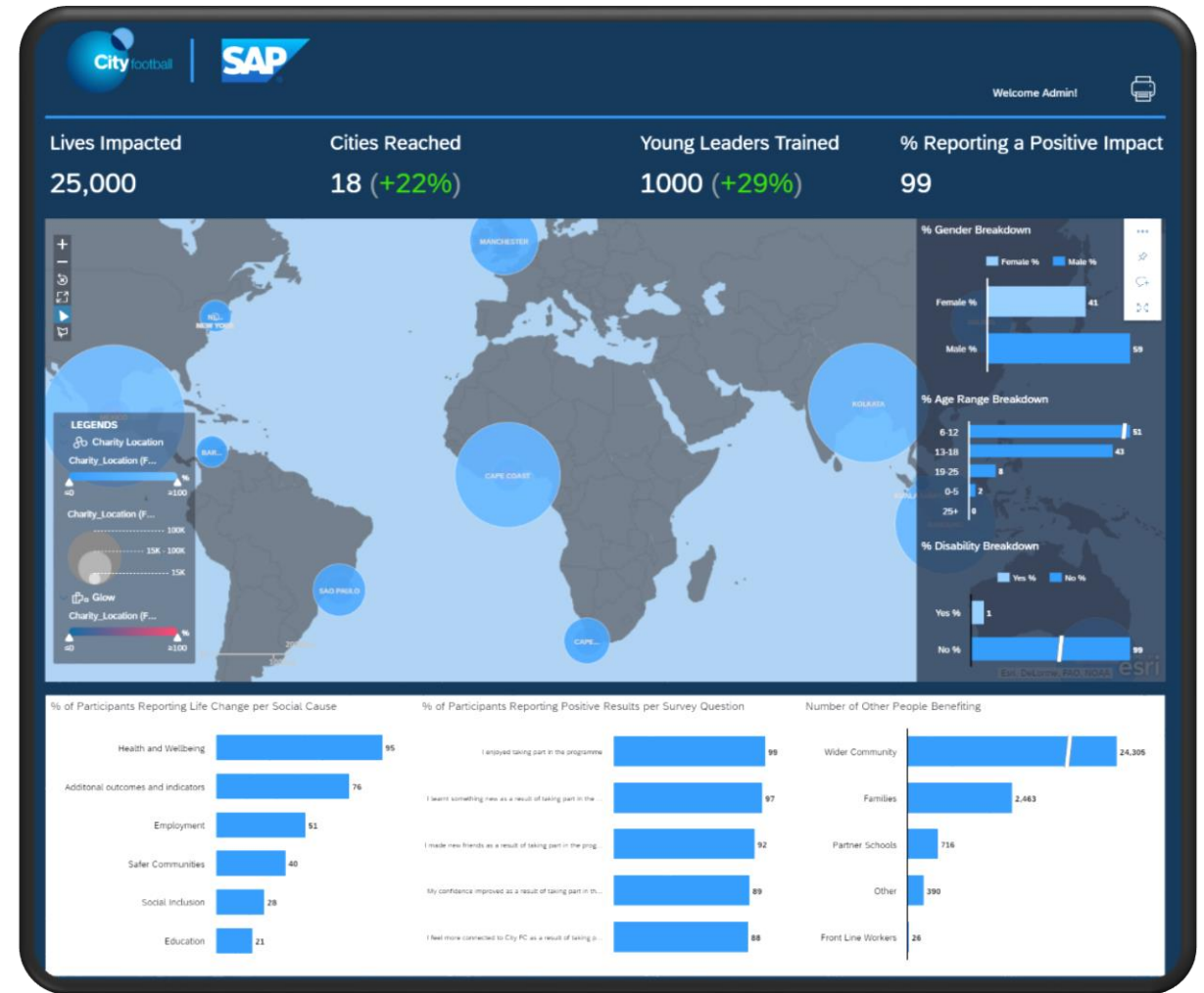


# SAP Innovation Awards 2019 Entry Pitch Deck

Cityzens Giving  
City Football Group



# The Cityzens Giving Video Click Here!



# Cityzen's Giving City Football Foundation



## “Quote”

“We are incredibly proud of our partnership with SAP, which as well as helping us to drive performance from the boardroom to the pitch will now also help us to measure the impact of our life-changing Cityzens Giving projects more effectively all over the world.”

**Nuria Tarre, Chief Marketing Officer for City Football Group:**

## Challenge

City Football Group's (CFG) global foundation aims to transform young people's lives through football. Over the past five years, over 1,000 young leaders in 20 cities have been given funding and training to deliver life-changing projects, including female empowerment, healthy lifestyles, education, social inclusion and crime reduction. For the past three years, SAP has supported the Club's Cityzens Giving projects in Manchester and New York, specifically focused on female empowerment, and social inclusion. Throughout the partnership, City and SAP have strived to find solutions from the boardroom to the pitch and are now extending this to be able to more efficiently track and quantify the positive life-changing impact and share learnings across their community football projects to improve their impact with young people all around the world.

## Solution

City Football Group and SAP teamed up to create the foundation of the Intelligent Enterprise with SAP Cloud Platform, building an end to end solution that enables CFG's global foundation to capture social impact data through seamless digital surveys and provide real time insights powered by SAP Analytics Cloud. By introducing a standardized reporting process and applying intelligent technologies such as SAP Leonardo and SAP Analytics, we were able to transform 3 years of unstructured and decentralized data to create a seamless digital experience. CFG's global foundation can now analyze the social impact being made in youth across all 20 charity organizations around the globe while enabling their charity partners to track yearly growth targets and deploy digital surveys in the field.

## Outcome

Using next generation social impact analytics, including machine learning capabilities like “search to insights”, CFG now understands how football is changing lives across all of their charity programs whether it is health and wellbeing, safer communities, leadership & life skills, inclusion, employment or education. By understanding the success of each initiative across the globe (e.g. impact in relation to budget spent), CFG can adjust their program strategy as needed.

We can measure the social impact of  
**25,000 + Lives**  
using advanced analytics

**<1 second**  
for real time insight of live social impact data coming directly from digital survey's on the field

**3 Years**  
of unstructured and decentralized data we have access to



## Business Challenge & Objectives

City Football Group was looking for solutions to enable community projects to more efficiently track and quantify the positive life-changing impact, and share learnings across their community football projects to improve their impact with young people all around the world. The challenge: to date CFG 's global foundation has been individually collecting project reporting data from their charity partners in the field and using individual spreadsheets to track output and outcome data. In addition, outcome data is reported on by the charity partner, rather than direct from the program participants. With a total of 20 charity partners globally, aggregation of data can be time consuming and subject to human error. As a result, CFG was looking for efficient solutions to be able measure the impact of Cityzens Giving projects worldwide.

Together with SAP as technology partner, CFG wanted to implement an end-to-end solution to gain real-time insights to understand which programs are making the largest impact across each social cause area. CFG wanted to be able to answer questions like: how can we better improve city kids lives across 6 core areas: education, health and wellbeing, inclusion, leadership and life skills, safe communities and employment.

It started with CFG and SAP coming together to understand the existing processes and requirements, and to identify gaps where we could leverage SAP technologies. From there, SAP and CFG drove the use case identification and supported the full implementation life cycle by standardizing the data processes and integrating seamless reporting capabilities from the field directly into the boardroom.

This co-innovation project has opened new ways for CFG to measure the impact across the Cityzens Giving projects worldwide. The automation and integration of these solutions will allow CFG to access live social impact data and understand the success of each initiative by identifying knowledge gaps in the field.

Implementing next generation social impact analytics goes further than just automation, integration, machine learning and analytics. We have enabled charity organizations and young leaders to work with new technologies at their fingertips anytime and anywhere. These new technologies will transform the way CFG and its charity partners understand, trust and capture social impact data in real time.



# Project / Use Case Details

**1. What were the primary SAP products, solutions, or technologies that were part of the project and briefly what was the role of each or the main value that each contributed?**

**SAP Cloud Platform (CP)** – enabling the intelligent enterprise for CFG meant creating a centralized data process that can handle complex calculations, aggregations and hierarchies while leveraging enterprise class security and privacy. SAP CP fostered real time data integration from the custom digital survey application directly into SAP Analytics Cloud allowing an end to end cloud native digital experience.

**SAP Fiori** - was used to build the custom digital survey application that allows CFG to create customized surveys on the fly and in turn, deploy the digital surveys via a URL link to youth in real time. In addition, charities can track and record project metrics such as youth demographics, and yearly growth targets. All this data is accessible in real time directly in the app via SAP Analytics Cloud.

**SAP Analytics Cloud** – provides advanced analytics to survey data in real time. Not only can CFG's global foundation now understand youth demographics such as gender breakdown and age across all programs globally, but also measure the positive life change for program participants across all social cause areas. The SAP Analytics Cloud dashboard features geo-spatial filtering and drill down capabilities for deeper data analysis. In addition, the multi layer security allows charity partners analyze project specific insight as well. What's more, the machine learning functionality in SAP Analytics Cloud "Search to Insight" allows users to ask a question to reveal insights in real-time.

**2. How has the project changed the current business or current business processes? How does the resulting environment compare to the previous status quo? What was the impact/outcome, or what has changed since the project was completed?**

CFG will now be able to more accurately measure the impact of Cityzens Giving projects worldwide. The new digitized process is much more efficient, since it is based on an end-to-end solution from initial set-up of a new community project to constantly tracking the progress and social impact of the project in real-time.

As a result, CFG will now be able to answer the golden question "what is the impact we are making on children and young people around the world"? In the past, there was no efficient way to aggregate decentralized survey data coming from 20 different programs. This business transformation will allow CFG to understand the impact on youth at the most detailed levels of granularity.

**3. How has the project improved operations? Why is this change innovative compared to what peers or competitors are doing? Why is the project innovative? How is the company leading or breaking barriers as a result of this project?**

Centralizing complex hierarchies, calculations and data flows into SAP CP will allow CFG to do something they have never done before, and that is measure the impact of community football programs in real time. Digital survey results will be captured and transformed in a way that is easily readable using live data connectivity and advanced analytics.

**4. Does the solution make people's jobs easier or does it help them to be more effective or handle more work or responsibility?**

Both, the digital survey application removes the need for charity organizations to track metrics in spreadsheets and send the results via email to CFG. All of this information is tracked centrally, providing two-way transparency, saving time on administrative tasks to focus on what matters most, empowering younger generations with football. For CFG, utilising a new, real time dashboard, they can track and quantify the positive life-changing impact and share learnings across their community football projects to improve their impact with young people all around the world.

**5. Does the solution have an impact on end users, customers, or community members in a way that positively impacts their lives?**

Empowering young people to create social impact through football is at the core of each Cityzen's Giving project. Providing real time insights allows CFG to measure the impact of Cityzens Giving projects worldwide. By understanding where CFG funding is having the greatest impact across each social cause allows them to identify gaps in their programs and adjust accordingly. For example, CFG can use geo-spatial filtering to select a specific charity project in the world and analyze the output and outcome data. From there, they can see that the 95% of youth in Manchester City are reporting a positive life change in the social cause area of leadership and life skills with a gender breakdown of 30% male and 70% female. Additionally, individual charity partners will be able to interrogate their own project data and see where their project is having an impact and also where there may be opportunities for learning and development.



# Benefits and Outcomes

## Business / Social

### Business Outcomes

*Saving time for CFG's global foundation and their charity partners to focus on what matters; empowering youth*

- Automated end-to-end survey creation, deployment and project tracking
- Removing static spreadsheets and email communication

*Better insights into social impact analytics*

- Using Machine Learning enabled search to insight capabilities
- Self service and real time survey analytics
- Standardized data structure and processes
- Centralized data control optimized for complex hierarchies
- Standardized processes used by all charity partners
- Insights into 3 years of historical data

### Social Outcomes

*Youth Empowerment*

- Analyze gaps in community football programs to improve impact across social causes
- Digitized survey delivery, exposing youth to new technologies and analytics

*Education*

- Improved educational programs across all social causes
- Harnessing experiential data to help charities increase positive life change in youth
- Young leaders trained in data analytics and STEM

## IT

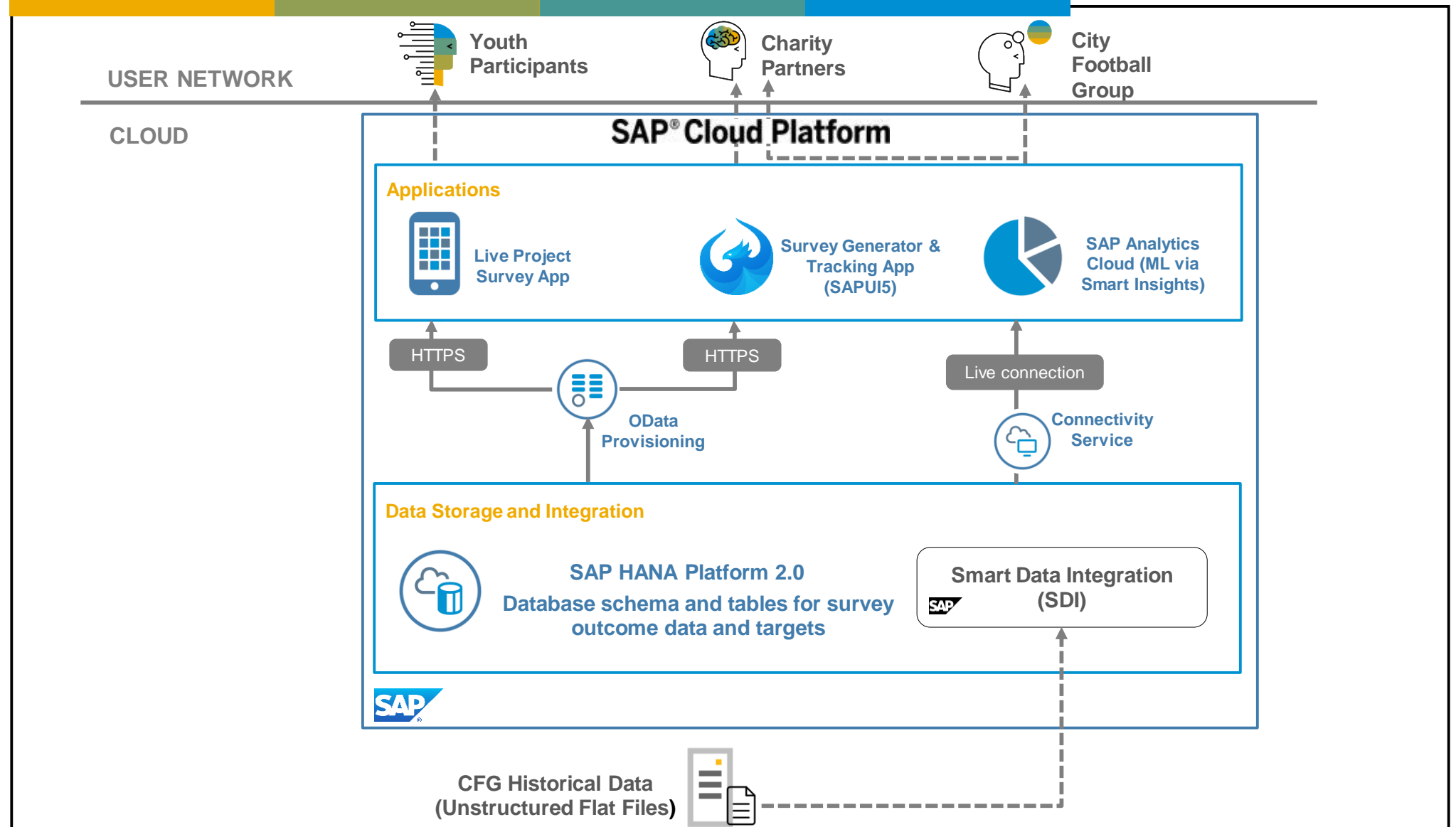
- Introduced reporting structure and advanced analytics empowering IT to expand into new areas
- Improved data quality by avoiding data inconsistencies and replication
- Removed administrative redundancies
- Simplified IT operations using software as a services offerings from SAP
- Leveraged enterprise class security and privacy allowing multi level login across all charity organizations

## Human Empowerment

- Removed countless hours administering project reports and surveys, and entering data in spreadsheets.
- Allows charity partners to analyze charity project data in real time, tracking project outputs and outcomes including, youth demographics such as age, gender and most importantly the % of participants reporting a positive life change.
- Young leaders are being trained in data analytics, having access to technology at their fingertips
- Young Leaders will be able to understand and adapt programs to ensure greater positive life change for program participants across all social causes globally



# Architecture





## Deployment

Date of Deployment or POC: Live – Deployed in Production on December 2018

Number of live users: 15

### SAP Technologies Used:

SAP Products	Status
SAP Cloud Platform	Live – Deployed in Production
SAP Leonardo	Live – Deployed in Production
SAP Analytics	Live – Deployed in Production
SAP Fiori	Live – Deployed in Production

Server Processor: Not Applicable (End to End Cloud Native via SAP Cloud Platform)

Linux Distribution: Not Applicable (End to End Cloud Native via SAP Cloud Platform)



## 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	✓ Yes	Search to text capabilities in SAP Analytics Cloud using search to insight.
2.	API Economy / Integrate the Intelligent Enterprise	✓ Yes	Live data connectivity creating a seamless digital experience between custom Fiori application, SAP CP and SAP Analytics Cloud.
3.	Cloud Native / Event Based Architectures	✓ Yes	The Fiori application was natively built on SAP Cloud Platform, and SAP Analytics Cloud is a native cloud solution.
4.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	✓ Yes	A design thinking workshop took place between CFG's global foundation program managers and SAP BTS to define detailed reporting requirements, KPI's and a centralized reporting structure.