



SAP
Innovation
Awards 2019



SAP Innovation Awards 2019 Entry Pitch Deck

Changing the Game in Professional Football

Clariba

THE BEST RUN





<https://youtu.be/td-40NGzLOY>

Changing the Game in Professional Football

Clariba



“Quote”

“With our Act-In | *football* solution framework, we give coaches and players a 360-degree performance view in real time, allowing them to analyze and take action at any time from their mobile devices, whether on the pitch, at the training center, or on the go.”

Marc Haberland
Founder & Group CEO
Clariba

Challenge

In the world of football, clubs often struggle to use data to help improve performance. Now, Clariba has created Act-In | *football*, a solution based on SAP® software that uses the cloud to integrate a broad range of performance-related data to deliver mobile apps that put actionable insight into the hands of coaches, managers, and players. With this innovative use of technologies, Clariba is helping teams digitally transform and achieve new levels of insight that can help them compete to win.

Solution

Clariba's Act-In | *football* solution brings together a variety of structured and unstructured data from numerous sources – game-day statistics, vital signs from sensors worn by players, health and injury information, scouting reports, GPS devices, videos, on-pitch cameras, and more.

Outcome

The Act-In | *football* mobile and desktop apps provide role-based, secure, comprehensive capabilities covering training analysis, medical analysis, match and competition analysis, performance analysis, scouting analysis to our customers in one easy-to-use application.



360° View of Athlete
Performance

IOT Sensor Data

Predictive Algorithms for
Injury Prevention



Partner Information

Clariba

Implementation Partner



“We are empowering football teams with the real-time sports-performance insight they need to improve training efficiency, maximize player and team performance, and make timely, data-driven decisions.”

Luca Spinelli

Global Sales Director, Clariba



Business Challenge & Objectives

Digital transformation is changing the world we live in. Every industry and service is affected by rapid digital change – and professional football (soccer), the most popular sport in the world, has not been immune to the digitalization of its operations, matches, and athlete performance management. Clubs around the world are striving to achieve a competitive advantage and increase performance using the immense data available from the use of digital technology in every aspect of the sport.

Too often, however, the analysis of data for performance coaches, trainers, players, and related staff is cumbersome and time-consuming. Information is spread across many different sports-performance applications for training, assessments, match statistics, medical and nutrition management, and scouting – and often, across spreadsheets or even paper. Finding and correlating relevant data points to enhance athletes' performance usually means switching from source to source and sifting through massive amounts of data. This time-consuming work leaves little time to focus on achieving in-depth analyses and providing relevant, actionable insights that can be used to manage teams and players.

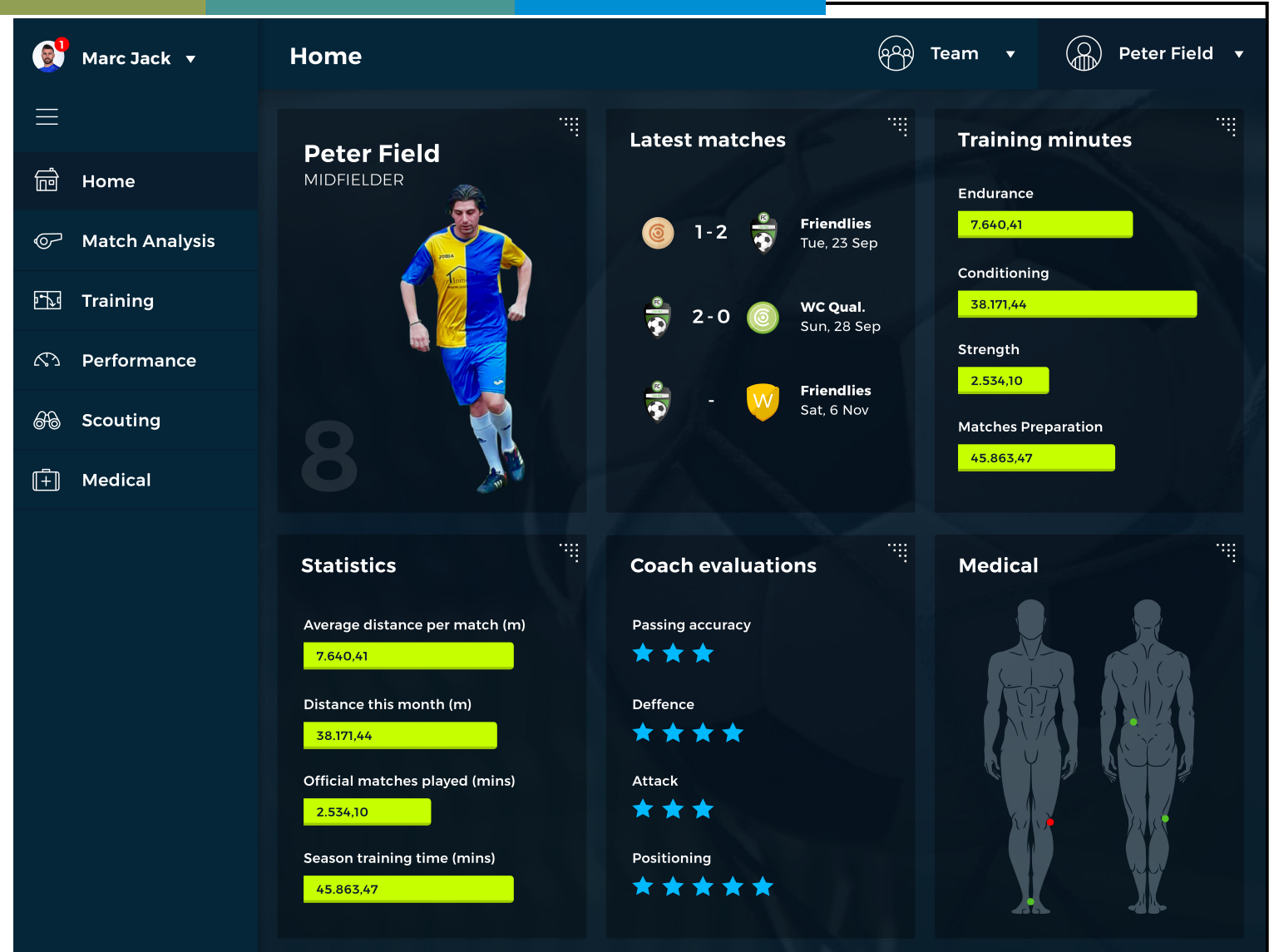
Act·In | *football* runs on SAP Cloud Platform and SAP HANA, which provides a central sports performance data repository and a platform for sophisticated analytics. Users – coaches, trainers, players, management, talent scouts, and so on – access the solution via mobile device or, alternatively, desktop computer. The Act·In | *football* app combines state-of-the-art visualization and user experience design to enable users to review and compare performance metrics, view match and video analyses, enter assessments and scouting information, or simply review training sets and training schedule information. Machine learning capabilities enable users to understand what actions are likely to have the greatest positive impact on players and teams. The solution is designed to be used for planning training and game strategies and guiding coaches and players in preparation for training and matches.



Project / Use Case Details

Data-fueled innovation is a hallmark of the Intelligent Enterprise approach. For football teams, Act·In | football automates the collection of performance-related data from a variety of internal and external sources and provides an integrated, holistic view of that data. At the same time, it helps teams use the data to drive timely decisions about managing teams and players through mobile-enabled analytics for users and dashboards for management.

Altogether, the solution opens the door for football teams to make more effective use of data – a key asset – to better understand how to develop individual athletes and enable the team as a whole to perform at a higher level.





Benefits and Outcomes

Business / Social

The solution opens the door for football teams to make more effective use of data – a key asset – to better understand how to develop individual athletes and enable the team as a whole to perform at a higher level.

IT

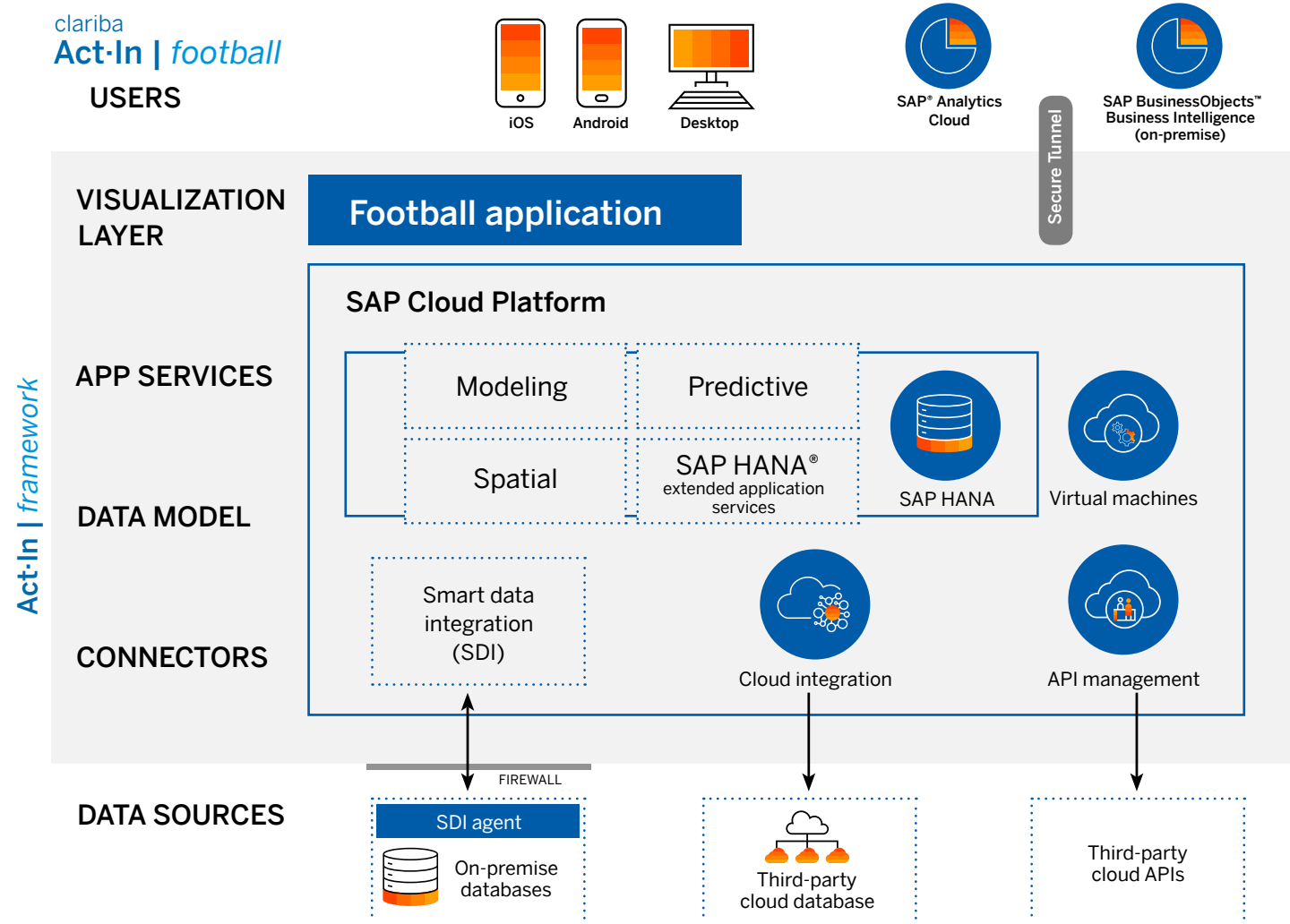
To enable teams to analyze vast amounts of data easily and on the fly, Act·In | *football* uses the built-in capabilities of SAP HANA to calculate and visualize the required analytics and deliver them through comprehensive, state-of-the-art, fully responsive iOS and Android apps, as well as on desktop computers through a Web browser.

Human Empowerment

With our Act·In | *football* solution framework, we give coaches and players a 360-degree performance view in real time, allowing them to analyze and take action at any time from their mobile devices, whether on the pitch, at the training center, or on the go.



Architecture





Deployment

Date of Deployment or POC: March 2019

Number of live users: 400+

SAP Technologies Used:

| | |
|---------------------------|------|
| SAP Cloud Platform - HANA | Live |
|---------------------------|------|

| | |
|--------------------------|------|
| SAP Cloud Platform – SDI | Live |
|--------------------------|------|

| | |
|---------------------|------|
| SAP BusinessObjects | Live |
|---------------------|------|

Server Processor: SAP CLOUD PLATFORM

Linux Distribution: 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 | Injury prediction, best man on pitch, etc. |
| 2. | IoT | Yes | Integration of Training data from Sensors athletes (offline) |
| 3. | 3D printing | No | |
| 4. | Blockchain | No | |
| 5. | API Economy / Integrate the Intelligent Enterprise | Yes | Future use of APIs to drive portal for fan engagement. |
| 6. | Cloud Native / Event Based Architectures | Yes | SAP Cloud Platform |
| 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) | Innovative new platform based on SAP Cloud Platform |