SAP Innovation Awards 2019 Entry Pitch Deck

SAP-NHL Coaching Insights App for iPad

NHL – National Hockey League

THE BEST RUN **SAP**

NHL Commissioner Gary Bettman launch of this solution

Click the image below to watch this 1 minute video from 7:49 to 8:49.

On January 25th, NHL Commissioner, Gary Bettman, addressed the NHL technology roadmap at the NHL Innovation Spotlight during the 2019 All-Star weekend in San Jose, CA. In his speech he covered a large number of hockey and technology topics. The most relevant 1 minute spot regarding this app is here for your viewing.

Note:

The commissioner's overall speech at this event was 50 minutes long. This link is designed to start at minute 7:49 into the speech, the most relevant 1 minute that touches on this project.

Web address in case link above does not work for you:
https://www.facebook.com/SAPSports/videos/646266675828294/?t=469

SAP - NHL Coaching Insights iPad app

NHL - National Hockey League

Challenge

The NHL was looking for ways to enable coaches to make better, faster decisions to increase the competitiveness and quality of play. The NHL coaches wanted to use current technology to continue to improve their game and capture more share of the professional sports market.

Solution

This solution enables NHL coaches to make real-time coaching decisions using in-game statistics. Through a consumer-grade user experience, coaches can leverage 60+ statistics, in real time, on the coaching bench – a capability not available in any other sports platform.

Outcome

This solution was a response to the NHL's desire to provide better, more timely, and more usable statistics to their coaches during the game. The app will enable coaches to make more informed coaching decisions based upon in-game data.

| Instant, digital access to 11 official NHL game reports that were previously printed and hand-delivered during intermissions. | Real-time insights for improved NHL coaching decisions in a high performing user-friendly user interface. | Introduction of technology to an environment previously void of technology. |

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Company Overview

NHL - National Hockey League

SAP-NHL Coaching Insights App for iPad

The NHL is the premier professional ice hockey league world-wide. Founded in 1917, there are 31 NHL clubs - 24 US based and 7 Canada based. The league generates over $4.8 billion annually.

Partner Information

Apple
Apple Project Role: Design Workshop Partner

Thru the SAP – Apple partnership, SAP, Apple and the NHL completed a design workshop which captured the critical design capabilities directly from the NHL and developed working User Experience high-level mock-up.

The SAP-NHL Coaching Insights Application on iPads is delivered via the IOS platform and uses the SAP Cloud Platform SDK for iOS.

Business Challenge & Objectives

Business Challenge – As the 4th largest professional sports league in North America (by revenue) after the NFL ($14B), MLB ($10B), NBA($7.4B), the NHL wants to evolve their product and capture market share. The NHL is competing in a vibrant market in which technology is becoming more and more of a requirement and differentiator. Currently, the on-bench coaching environment is void of technology with the exception of video replay capability. The release of the SAP-NHL Coaching Insights app, provides in-game statistics & analytics which were previously communicated via paper-based reports during intermissions.

Project Objective – More technology-savvy coaches and players are joining NHL clubs, and the NHL's goal is to equip these coaches with information & analytics leveraging the latest technology. As a result, the SAP-NHL Coaching Insights Application for iPad enables coaches to improve their in-game decision making and enrich their in-game strategy with real time information. A more competitive league environment will enhance the on-ice NHL experience for clubs, players, coaches, and fans. In addition, the application has been designed to enable the NHL adoption of future innovation around puck and player tracking capabilities.

Project / Use Case Details

The NHL has partnered with SAP and Apple to further enhance the on-bench coaching experience with the latest technology.

The **SAP-NHL Coaching Insights App for iPad** provides access to real-time, customized data and player statistics during the game. This is another tool helping coaches make in-game adjustments and achieve new levels of team production and performance.

The NHL, SAP and Apple collaborated with coaches across the NHL during the development process to ensure the app provided the required customizable data, maximizing the value for coaches in-game, including player time on ice and face-off win/loss percentage.

The app provides over 60 different real-time stats during games and provides real-time information previously not available and not available in any other sports leagues.
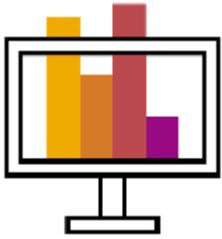
Benefits and Outcomes

Business / Social

The SAP – NHL Coaching Insights application will enable coaches to make more informed tactical in-game coaching decisions using real-time in-game data and analytics. With the overall objective of using game data & analytics supporting the "best" coaching decision – potentially the difference between winning and losing a game.

IT

SAP has delivered a new level of real time analytics through a consumer-grade user interface on-bench iPad based application enabling coaches to make the most informed coaching decisions.

The use of the Apple iOS SDK & multiple SAP capabilities provide a completely experience for NHL coaching staffs.

The SAP Cloud Platform used by SAP-NHL Coaching Insights Application will enable a smooth adoption of future innovation, particularly around the planned puck and player tracking rollout planned for the 2019-2020 season

Human Empowerment

This solution enables NHL coaches, NHL players, and their teams to achieve new levels of in-game insight previously not available.

The app provides insights into team/player performance and in-game statistics, enabling coaches to make more insightful and educated coaching decisions

Architecture
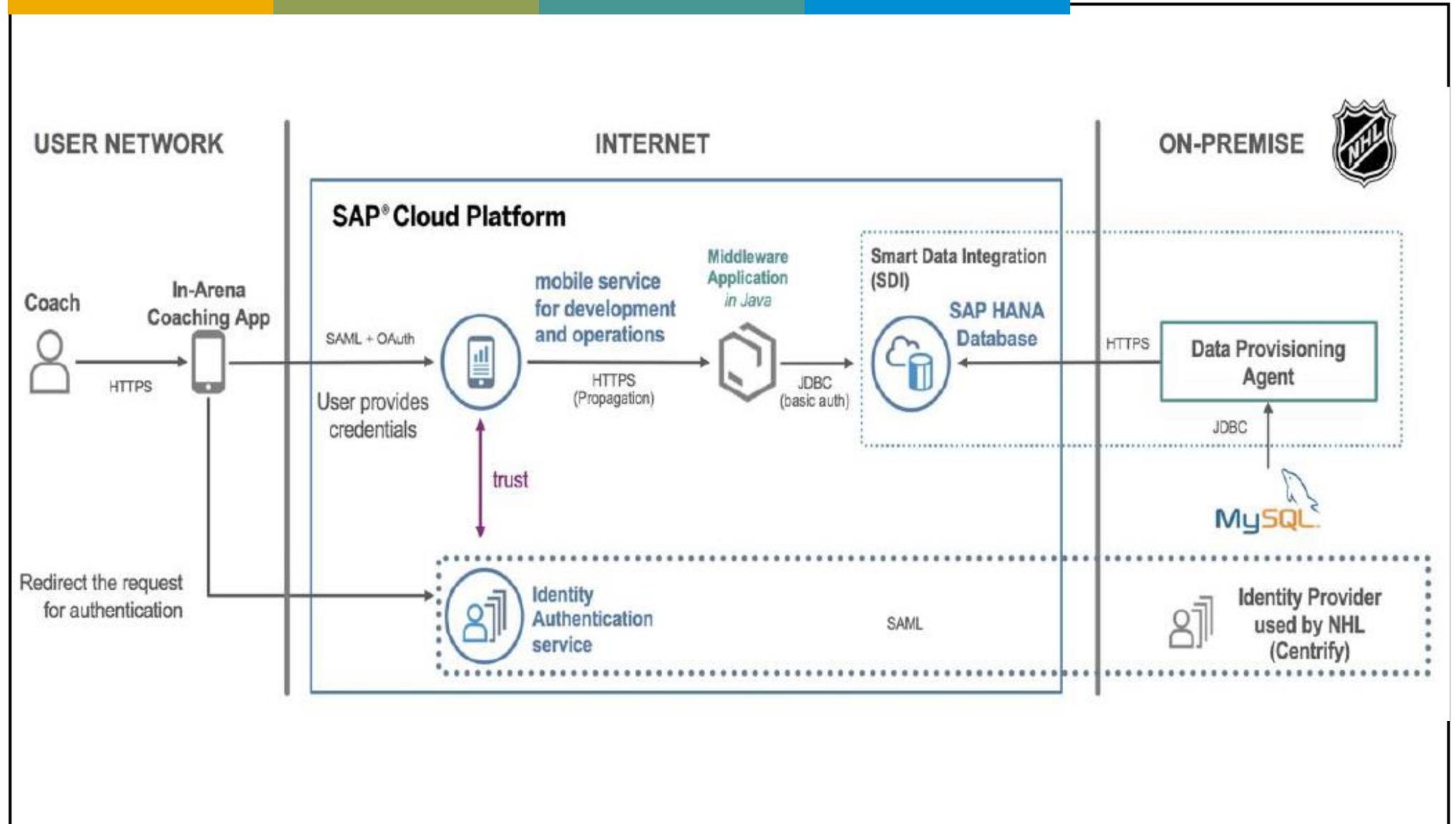
Deployment

Date of Deployment or POC: Development from May 2018 – January 2019; roll out Q1 2019

Number of live users: 150+ NHL Coaching Staff

SAP Technologies Used:

SAP Cloud Platform and Cloud Platform Mobile Services	Live
SAP HANA Database and Smart Data Integration	Live
SAP Fiori Design	Live
SAP Cloud Platform SDK for iOS	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		
2.	IoT		
3.	3D printing		
4.	Blockchain		
5.	API Economy / Integrate the Intelligent Enterprise		
6.	Cloud Native / Event Based Architectures		
7.	Extending the digital core with SAP CP / ABAP in SAP CP	**Yes**	Leverage SAP Cloud Platform to access HANA data in a real-time, then expose via native iPad application.
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	**Yes**	SAP-Apple – NHL Design Thinking workshop was completed to capture the critical design feature and in the development of a high-level User Experience