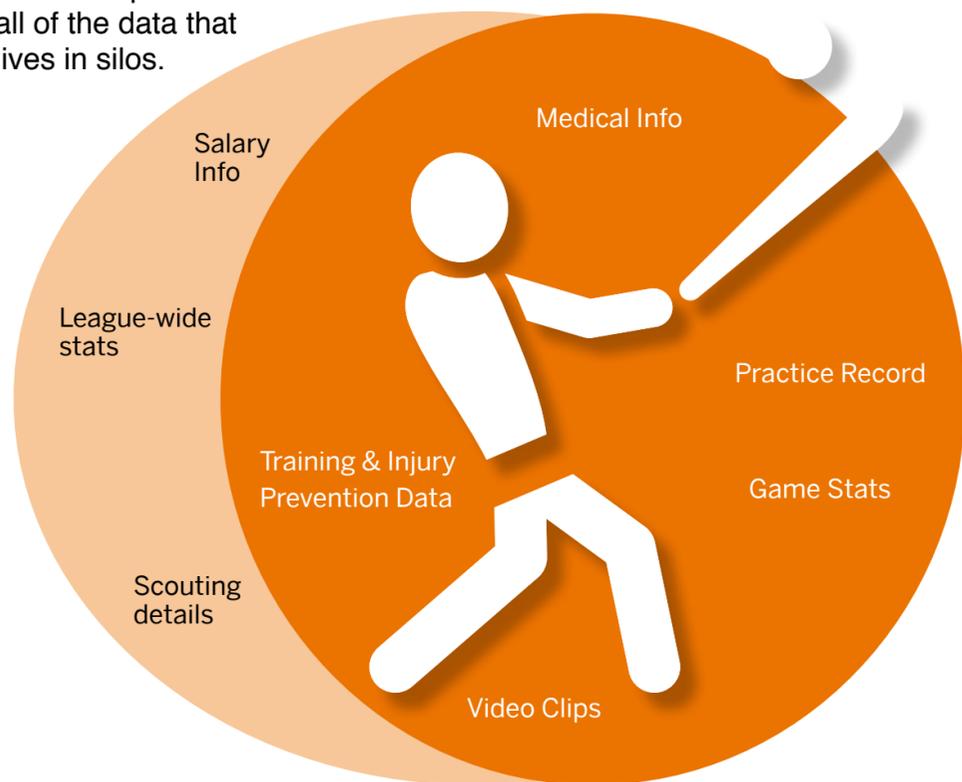


# THE Digital Athlete

Your car is digital. So are your appliances. Now, athletes too can be “digital” – if they can make sense of millions of pieces of data streaming in from wearables, sensors, and other data sources quickly enough to improve their performance.

## Data, Data Everywhere

Athletes and teams need to tap into all of the data that lives in silos.



**7TB**

data generated during a single major league baseball game

## 5 Technology Trends Changing Everything

### 1. Hyperconnectivity

Every athlete — from amateur to pro — can be connected, with endless opportunities for monitoring and tracking.

### 2. Super Computing

Massive amounts of data generated by the athlete can be analyzed instantly — with real-time in-memory computing.

### 3. Cloud Computing

Delivery of new applications will grow exponentially as the value of the digital athlete is proven.

### 4. Smarter World

Sensors, wearables and smart devices will allow for real-time data collection and measurement.

### 5. Cyber Security

Data produced by the digital athlete is a prime target for attacks and sabotage — so security must be a priority.

## How Can We Conquer Complexity?



### Insight

Get a unified view of the athlete or team



### Integration

Must combine and analyze data across silos



### Speed

Act on the data in time for it to make an impact

**99.9% Faster:** Teams need insights much faster — 6,000 minutes of data compressed into 8 minutes

## The Value of the Digital Athlete



**\$11M**

Cost of 2 scouting errors per year



**\$1.8M**

Average savings per season by reducing injuries



**\$14M**

Value of winning 2 extra games over 162 game season in baseball



**\$13.5M**

Value of winning 1 extra game over 16 game season in American Football



## Simplicity Wins

SAP is working with sports teams from tennis to basketball to extreme sailing – helping them run simple and gain a competitive edge. SAP HANA helps you:

- Process vast amounts of data in real-time
- Get immediate answers
- Pull ahead of your most daunting competitors