



## Sailing Team Germany: Partnering with SAP to Gain a Competitive Edge in the Olympics

Sailing Team Germany recognizes the value that technology can provide both in winning races and in making them more understandable to the public. The team is partnering with SAP to develop solutions that analyze sailing data in real time to **deliver performance-improving insights** to sailors on the road to the Olympic Games and Paralympics and better entertainment to viewers.

# Executive overview

## Company

Sailing Team Germany

## Locations

Hamburg and Kiel

## Industry

Sports and entertainment – sailing

## Products and Services

Services to help Germany climb to the top in international sailing

## Employees

20

## Web Sites

[www.sailing-team-germany.de/en](http://www.sailing-team-germany.de/en) (coming soon)

“Road to Rio” blog: <http://rio.sailing-team-germany.de/en>



## BUSINESS TRANSFORMATION

### Objectives

- Provide a competitive edge for Germany’s national sailing team
- Simplify sailing for the public
- Make it easier to insightfully broadcast sailing races

### Resolution

- Partnered with SAP in 2011
- Deployed SAP® Sailing Analytics software for sailing and the SAP Business ByDesign® solution for the back office
- Codeveloped applications with SAP to simplify daily training and training analysis and to study ocean currents in the Olympic sailing area

### Benefits

- Enabled push-button analysis of sailing data to reveal insights
- Made complex racing concepts easy to understand
- Equipped commentators to enhance the live broadcasting of races

Read more ►

“We told SAP that innovation is our key focus and that we wanted to run a development partnership with them. It has become a spectacular success.”

Marcus Baur, Head of Technology, Sailing Team Germany

# 100%

Transparency into races

# Increased

Time for crews to spend sailing

# Greater

Ability for spectators to follow and experience sailing

Executive overview

**Company objectives**

Resolution

Business transformation

Future plans

# Sailing Team Germany – an initiative from sailors for sailors

Germany was a major force in the world's sailing community in the 1980s; but after that, several other countries eclipsed it. Some German sailors, including former Olympians, recently decided to change this. Noting that German sailors and crews were essentially on their own to prepare for races, they formed an initiative called Sailing Team Germany to provide the support needed for Germany and its best sailors to rise again to the highest levels of the Olympic sport of sailing.

Sailing is complex, and winning strategies must take into account a myriad of conditions such as wind, wind shifts, water currents, boat and crew specifics, and knowledge of the course and the competition. Every race offers lessons that can enhance future performance, but the variables involved can be daunting. Sailing Team Germany wanted a way to record all the variables that factor

in to performance and then analyze this data for important insights. This way, sailors could review each race or training session in detail using precise GPS tracking and other data, rather than relying on memory or "feel."

Competitive sailing also faces another challenge. Traditionally, it has been difficult for people to understand what is going on far offshore on the race course, and as a result, this exciting sport is underappreciated. Announcers and commentators usually could not help much because they too lacked visibility into race specifics. To motivate governments, corporations, and other sponsors in Germany to provide funds, Sailing Team Germany wanted to make sailing more understandable for spectators on shore, more easily presented by commentators in the studio, and ultimately more popular.



Executive overview

Company objectives

**Resolution**

Business transformation

Future plans

# Teaming with SAP for sailors and fans alike

Sailing Team Germany knew that to achieve its ambitious goals, it needed help for its challenges from providers of solutions, and the group approached many world-class German companies to discuss the possibility of partnering.

“SAP was at the top of our list,” says Oliver Schwall, CEO of Sailing Team Germany and a former world champion. “We knew that technology was a key factor if we wanted to be successful and that SAP is a technological leader. After a couple of meetings, it was clear that there is a lot of technology SAP can deliver to help our sailors win.”

SAP assigned a development team to work with Sailing Team Germany. They equipped the team’s boats with GPS devices and sensors to collect data on wind speed and direction, ocean currents, and

other factors. They then developed and deployed SAP Sailing Analytics software to monitor these devices as well as other sensors around a course, using SAP BusinessObjects™ business intelligence solutions and SAP HANA® Cloud Platform to deliver and analyze this data for insights into performance improvements. Sailing Team Germany is finding that, with the help of SAP Sailing Analytics, every race’s data is a treasure trove of insights for excelling in the next race. With push-button ease, they can test hypotheses and perform “what if” analyses.

The software also provides detailed insights into the prestart phase of races, where a boat can win or lose before the starting gun is even fired. Real-time data can be displayed on a leaderboard to indicate relative advantages of one boat over another for the benefit of racers and spectators alike.



Executive overview

Company objectives

Resolution

**Business transformation**

Future plans

# Simplifying sailing's many complexities

SAP and Sailing Team Germany codeveloped another application called the training diary to track how sailors are spending their time, so they can make adjustments if necessary. Together, they also developed an application to better understand how currents behave in specific locales such as the sites of future Olympic Games. SAP also provided its standard SAP Business ByDesign solution, which has proven ideal for the group's needs in finance, accounting, and other backbone areas.

The partnership with SAP has helped not just with winning races but with the people challenges as well. To make sailing easier to understand and more enjoyable for fans, Sailing Team Germany is using

SAP Sailing Analytics to combine real-time audio and video with information about the race, contender backgrounds, performance, and more. Up-to-the-moment, highly detailed race data is also helping announcers make more engaging presentations.

"To get the public really into sailing, we knew we had to cut through all of the sport's complexity," says Marcus Baur, Head of Technology for Sailing Team Germany and a two-time Olympic contender. "Run Simple is not just a motto around SAP – it's fundamentally what SAP does. Good sailors make sailing simple, and good software makes it simpler for them to do so."

---

"One fantastic takeaway of SAP Sailing Analytics is that even people who have no big affinity or background in sailing can understand what is going on."

Oliver Schwall, CEO, Sailing Team Germany



Executive overview

Company objectives

Resolution

Business transformation

**Future plans**

# All eyes on the next Olympics

Everything Sailing Team Germany does is targeted toward the next Olympic Games and Paralympics. Using SAP Sailing Analytics, team members are closely analyzing expected wind and current conditions on-site and using the software's "strategy simulator" functionality to calculate optimal courses for various combinations of conditions. They also hope and expect that SAP Sailing Analytics will be used at the Olympics for broadcasting the races in real time and making them more interesting for viewers.

"SAP Sailing Analytics is a real game changer in this sport. I love it. It takes the whole game to a new level," says Baur in conclusion. "SAP has provided so much as a partner, much more than we had hoped for. They're an integral part of our team and they want us to win as much as we do."



Picture Credit: |Sailing Team Germany. Used with permission.

---

© 2015 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



**The Best-Run Businesses Run SAP®**