SAP MEDIA KIT 2019

SAILING Champions League

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SAP and sport

As the market leader in business software, SAP is at the heart of the current technology revolution. Innovations from SAP enable 388,000 customers in more than 180 countries to work together efficiently across the globe. And SAP is changing the world of sport, too. With products targeted at specific audiences, SAP supports performance improvement on the field, redefines the fan experience both at the stadium and at home, and helps simplify the processes for athletes, trainers, leagues, and stadiums.

Today, SAP works successfully with many elite-level sporting organizations and associations covering sailing, golf, Formula 1, American football, baseball, tennis, basketball, and soccer.

SAP and sailing

Sailing offers SAP the perfect platform to demonstrate its own innovations and help sailors reach new sporting heights. With a range of software solutions for specific target groups, SAP can:

- Enable sailors to analyze their performance and optimize their strategy
- Bring fans closer to the action
- Provide information and insights for the media, to make reporting more accurate
  SAP has been involved in sailing for many years and has built up a wide portfolio of teams, regattas, associations, and leagues, including:

  - Official technology partner of the Travemuende Week (since 2013)
  - Technology partner of eight European sailing leagues (since 2013)
  - Partner of the world's biggest regatta: Kieler Woche (since 2010)
  - Technology partner of the SAILING Champions League (since 2014)
  - Title sponsor of the SAP 5o5 World Championships (since 2009)
  - Official technology partner of WORLD SAILING (since 2017)

How SAP is changing the world of sailing

SAP is working together with sailors, fans, and the media to develop individual solutions like SAP Sailing Analytics, which will propel the sport forward.

SAP Sailing Analytics

With live leaderboards and real-time analyses of speed, maneuvers, wind data, and courses, SAP plays a part in making the complex world of sailing easier to unscramble and understand.
SAP Sailing Analytics uses cloud and in-memory technology, processes GPS and wind data in real time, and visualizes content in various user interfaces, which are accessible from anywhere. The tools supply sailing teams with valuable data to analyze after the race, for example, changes in rankings, average speeds, the paths the yachts took, maneuvers, distances from the winner, and time gained or lost for each section of the course. Furthermore, SAP's business analytics tools – such as SAP HANA – provide informative historical insights and analyses, both for sailors and trainers, so they can analyze performance, detect patterns, and, ultimately, optimize their training and preparation.

Since 2015, SAP has been using wind buoys and is improving the quality and quantity of data gathered by measuring wind force at various points in the race course. As a result, wind field calculations become even more accurate. In SAP Sailing Analytics, the wind data is displayed in a 2D view that also incorporates the GPS-tagged boats, a live leaderboard, and wind interaction. As well as information such as the start countdown, the boat's distance from the starting line, and its position on crossing the finishing line, SAP Sailing Analytics shows the optimal paths based on wind data. Sailors can use this information to analyze their strategy and identify any deficits. In addition, it helps commentators report live on what's happening on the water.

SAP uses tools that include SAP® BusinessObjectsTM Explorer® software, SAP® Crystal Reports®, and SAP® HANA Cloud® to handle the growing amount of data gathered from sensors on the boats and the race courses. The data is transformed into automated reports about the races for sailors and the media. The complex data records can be broken down to supply, for instance, an overview of a certain team, an act (a stage in an Extreme Sailing competition), a day's sailing, or an individual race.

SAILING Champions League

SAP Sailing Analytics has become the new standard technology in competitive sailing and is deployed at top international events, as well as in leagues within Germany. SAP has been the technology partner for the SAILING Champions League since the league was formed in 2014, and gives spectators, fans, and the media an innovative, comprehensible, and tangible sailing experience.

At the SAILING Champions League, the finest clubs in the German national leagues compete against each other for the title "Best Sailing Club of the Year" – a simple concept that has proven successful in other types of sport for many years.

In the four-day semifinals, the two best clubs in a national league, the club hosting the event, and clubs with a wildcard vie for a place in the final.

After four successful SAILING Champions League seasons, 2018 will see the first Youth SAILING Champions League and the first Women's SAILING Champions League – competitions destined to bring league sailing to an even broader group of athletes.

Frequently asked questions

How does SAP support the teams participating in the SAILING Champions League?

SAP supports the teams in the SAILING Champions League by using a range of innovative technologies that supply the teams with state-of-the-art analyses to improve their performance and training.

How does SAP technology improve the performance of a sailing team?

By analyzing GPS data, including integrated wind data from sensors on the course, SAP Sailing Analytics provides sailors with valuable information they can analyze after the race – such as their change in position during the race, average speeds, the paths the yacht took, distances from the winner, and time gained or lost for each section of the course.

- After the race, we can use the data collected by SAP Sailing Analytics to identify, examine, and evaluate areas in which sailors performed well and where they can improve.

- The technology enables us to analyze our sailors' actions and optimize our strategies on the basis of the information gathered.

What is SAP's role in the SAILING Champions League?

SAP provides the SAILING Champions League with modern software and analysis techniques and offers sailors, spectators, and the media a unique sailing experience, like never before:

- SAP analysis tools offer fans and journalists insights and make it possible for them to discern exactly what is happening on the water thanks to live rankings and 2D visualization in real time.

- Furthermore, SAP makes reports available to teams after the race, so they can analyze their performance and optimize their strategy. Ultimately, SAP helps them reach new sporting heights.

- With the development of SAP Sailing Race Manager, SAP is also improving race management on the water, and thus making the operational side of the SAILING Champions League more effective.

How is SAP changing competitive sailing?

SAP is working together with sailors, fans, and the media to develop individual solutions like, for example, SAP Sailing Analytics, which are fundamentally transforming the sport and making it flourish. Here, SAP is concentrating on the following areas:

- **Performance**: Development of state-of-the-art analysis tools that assist sailors in gaining competitive advantages, bring fans closer to the action, and supply the media with data
- **Experience**: Provision of impressive analyses through Web platforms, to increase engagement in competitive sailing
- **Understanding:** Thanks to SAP software, complex subject matter is presented simply and clearly. The sport becomes more entertaining and can be experienced more readily by onlookers.

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Media (images, video, etc.):

On request