



BASEBALL, BI and NETSUITE

Stay Ahead of the Curve with Built-in Business Intelligence

Tom Kelly, Sr. Director Product Marketing – Oracle + NetSuite

Jim Brower, Pitching Coordinator – Chicago Cubs & Founder – Brower Baseball, LLC

November 9th 2017

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- Answer **at least 3 of the 4** polling questions (during the webinar) and have a total viewing time of **at least 50** minutes.
- Participants will have the opportunity to download their CPE certificate immediately following the webinar if above requirements are met.
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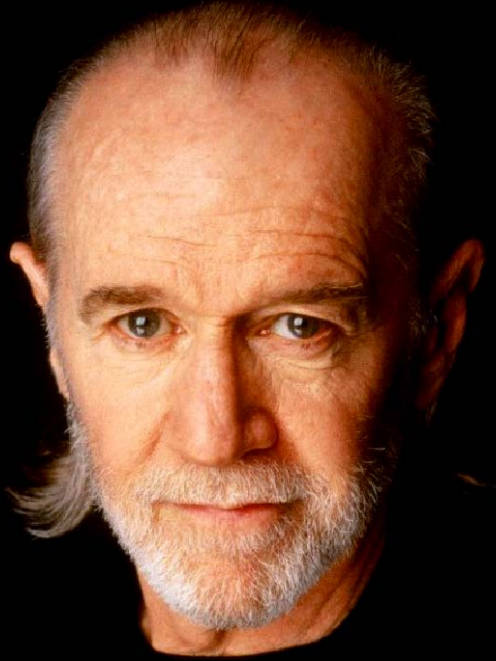
PRESENTERS



Jim Brower
Pitching Coordinator - Chicago Cubs
Founder – Brower Baseball, LLC

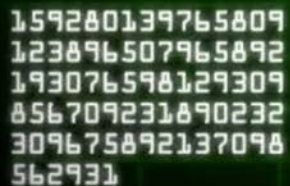


Tom Kelly
Sr. Director Product Marketing
Oracle + NetSuite



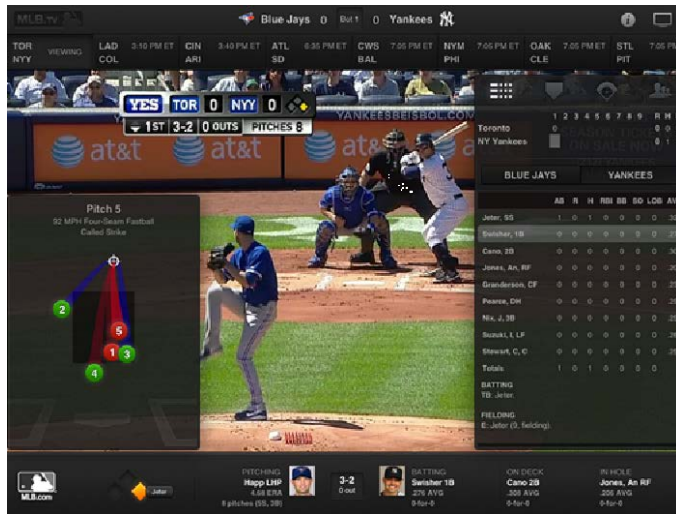
Baseball is a nineteenth-century pastoral game. Football is technological.

•••George Carlin

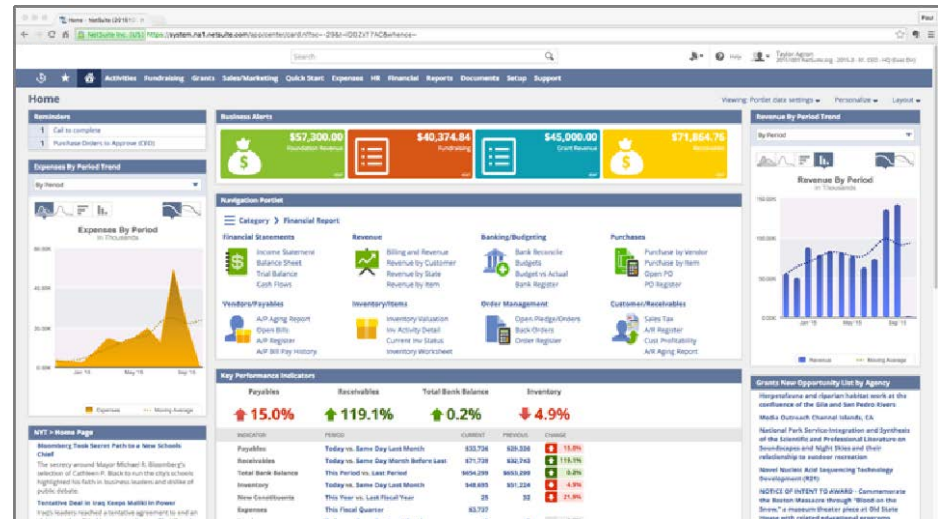


EASY TO USE, SELF-SERVE, PERSONALIZED EXPERIENCE

BASEBALL BI



BUSINESS BI



“All companies have information management systems, whether you're a bank or a bakery. For a baseball team these days, it's usually software that helps you manage scouting reports, statistical information, medical information, contract information and incorporate video and have it at your fingertips. The quicker you can get the information, the better you can analyze it and the better you can do your job.”

- Theo Epstein

President of Baseball Operations, Chicago Cubs

TECHNOLOGY IS CHANGING BASEBALL (THE RINGS ARE THE SAME)

TECHNOLOGY	USE
	Military-grade Doppler radar measurement system that has a sample rate of 48,000 measurements per second. It precisely measures the location, spin, angles, velocity and trajectory of a baseball. Every pitch!
	The Chicago Cubs proprietary system that consolidates data and provides dashboards of the key metrics by individual player.
	Tracks and digitally records the full trajectory of live baseball pitches to within an inch of accuracy. It is used to determine consistency in pitch action and provides "hot maps" of pitch locations to hitters to help determine if pitch usage needs to be adjusted.

3 YEARS RINGS



2016

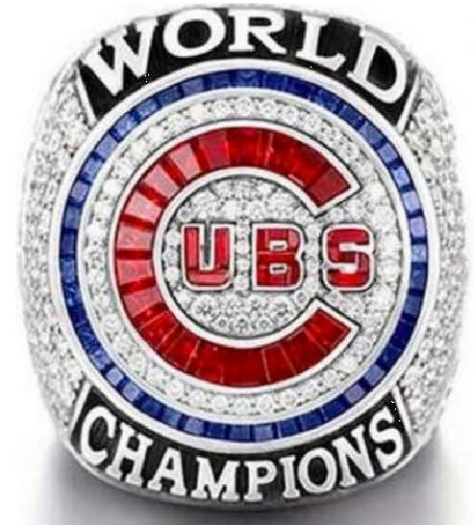


2015



2014

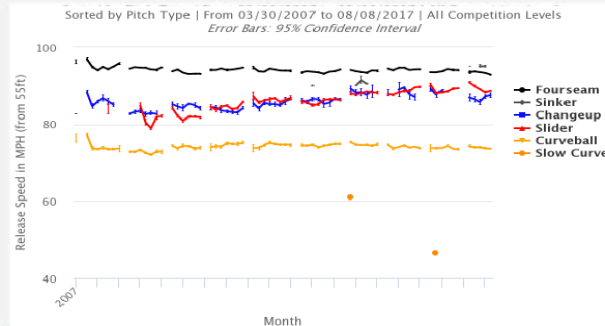
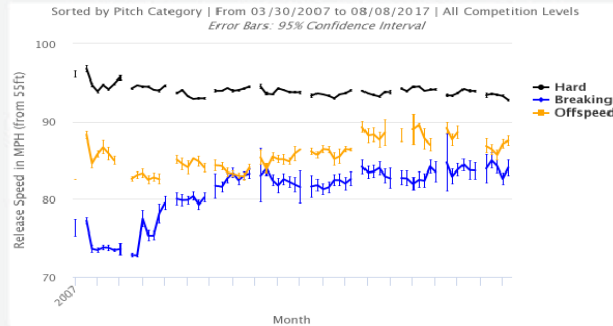
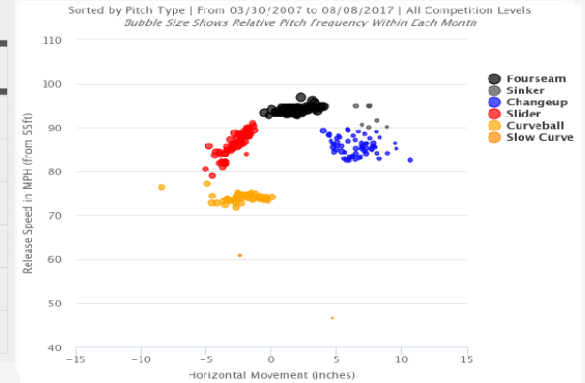
WHAT DOES IVY DO?



BASEBALL BI DASHBOARD – CLAYTON KERSHAW

Trajectory and Movement - from 03/30/2007 to 08/08/2017

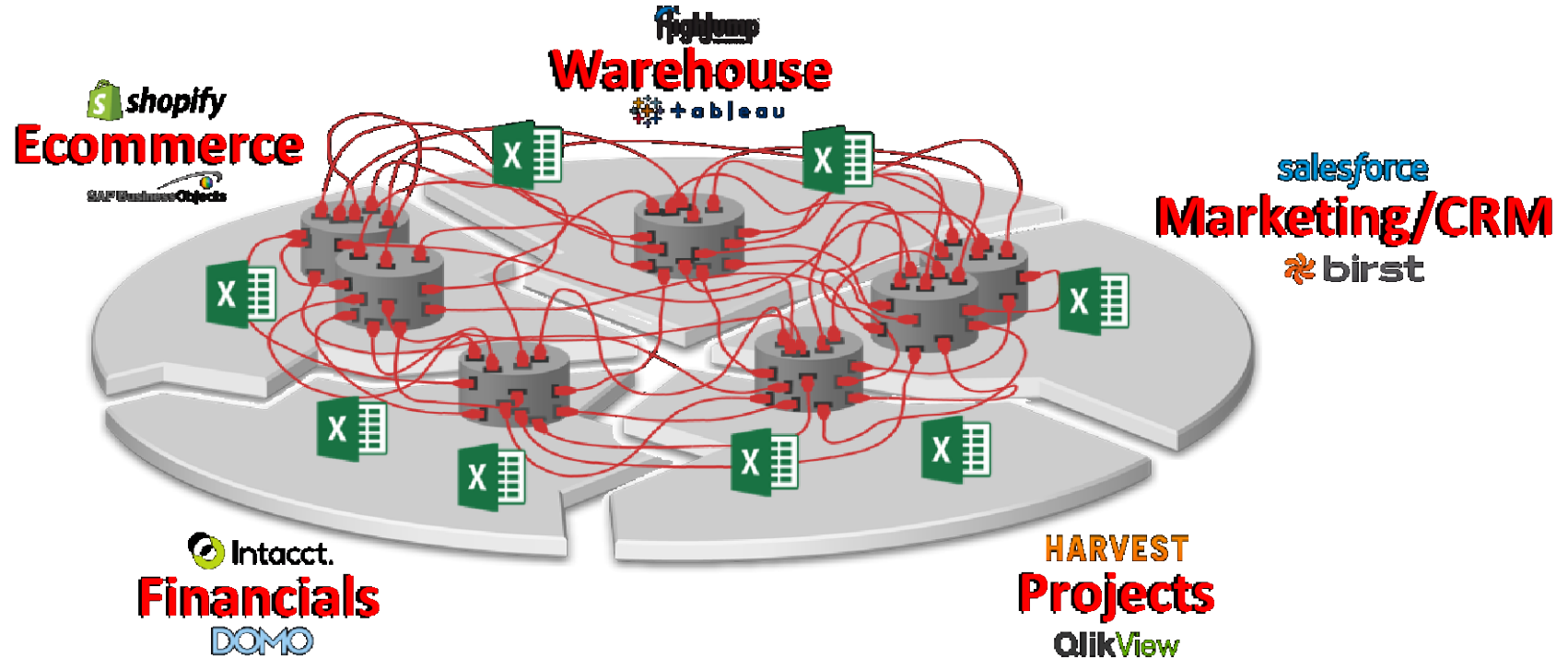
Pitch Type	Count	Freq	Velo (mph)	pfx H Mov (in.)	pfx V Mov (in.)	H. Rel (ft.)	V. Rel (ft.)
Fourseam	18669	61.10%	93.87	1.74	11.65	1.38	6.37
Sinker	37	0.12%	94.01	7.22	10.03	2.35	5.98
Change	739	2.42%	84.88	6.51	10.29	1.49	6.34
Slider	7031	23.01%	86.45	-2.67	3.29	1.51	6.37
Curve	4079	13.35%	73.95	-1.98	-8.92	1.02	6.42
Slow Curve	2	0.01%	53.72	1.11	0.03	1.41	7.13



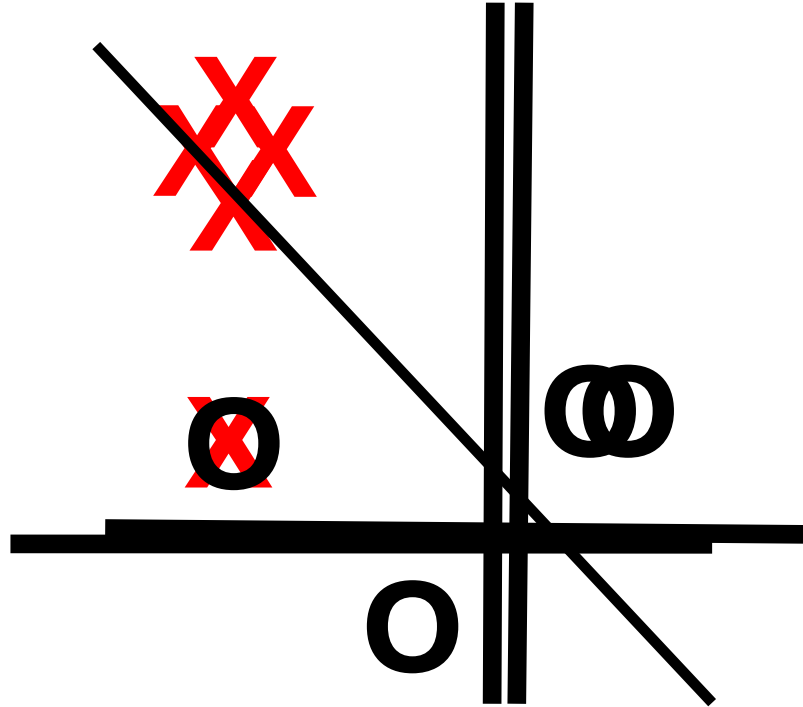
From 03/30/2007 to 08/08/2017 | All Competition Levels
Flare the Gathers PLO: Against RHP & LHP

923 2.54%	1085 2.90%	1318 4.31%	952 3.19%	720 2.38%
992 3.19%	1108 4.41%	1184 4.69%	920 2.94%	589 1.98%
1458 4.78%	1980 6.22%	1026 3.98%	1088 3.60%	954 3.14%
1423 4.66%	1897 5.93%	1482 4.78%	920 2.60%	870 1.54%
2248 7.36%	2216 7.25%	1886 6.11%	981 3.21%	873 1.55%

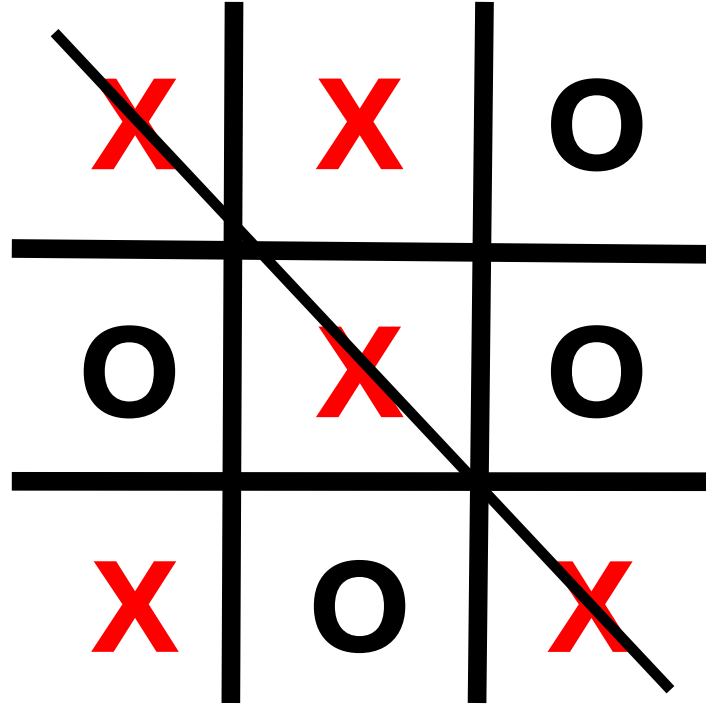
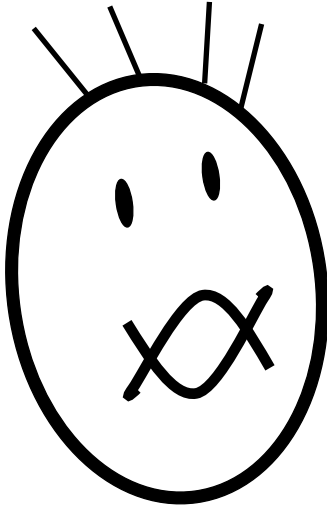
THE BI HAIRBALL – EXTREME EXAMPLE



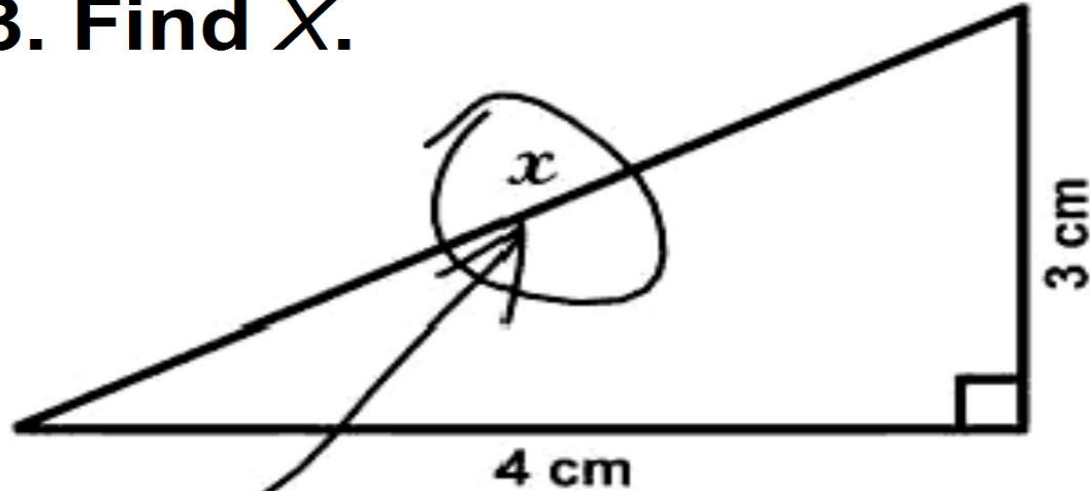
COMPLEX



SIMPLE



3. Find X .



Here it is

SIMPLICITY

The simplest solutions are often the cleverest



DATA IS
FRAGMENTED



PROCESSES
SIT IN SILOS



MULTIPLE USER
INTERFACES

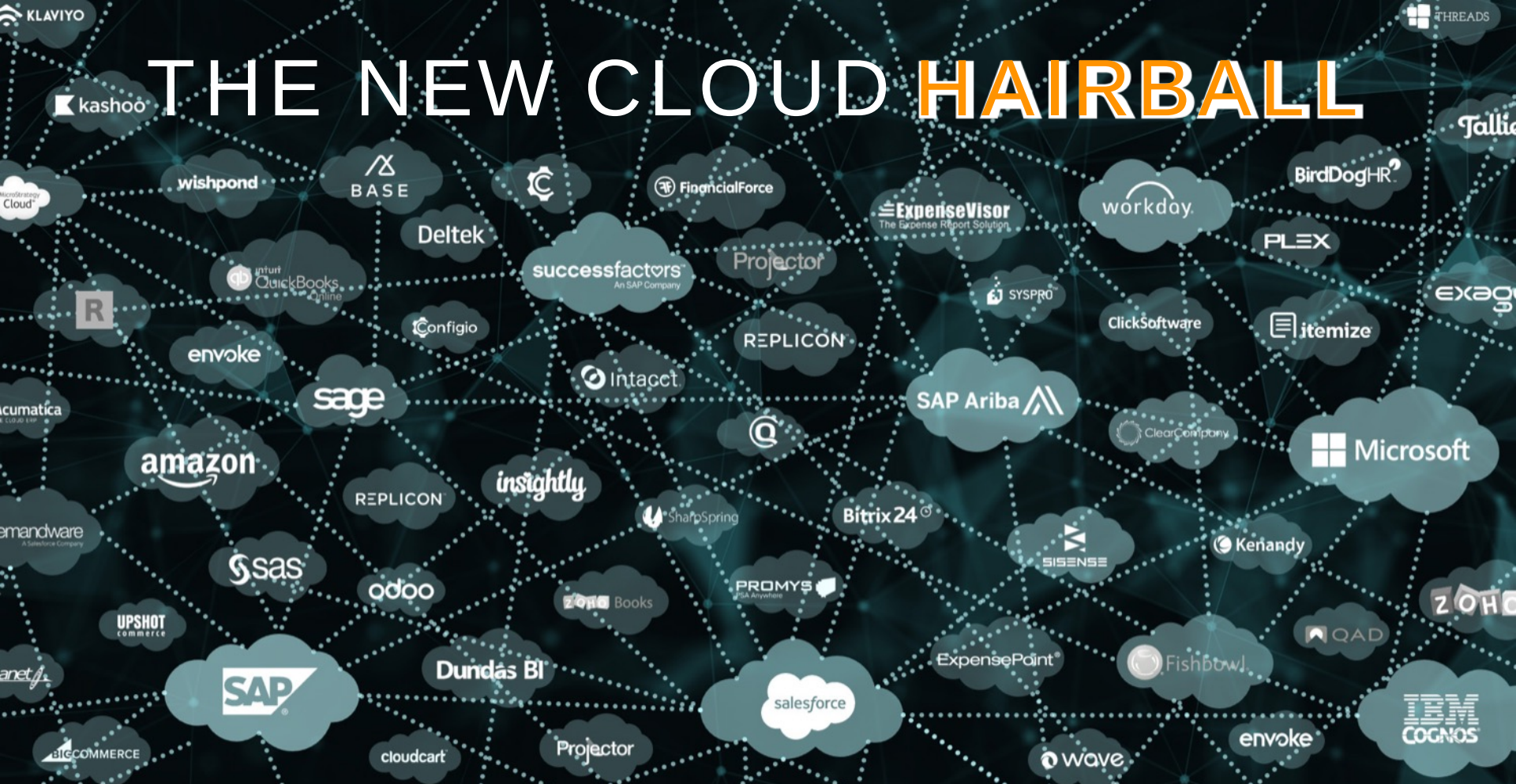


BROKEN
TRANSACTIONS
& ORDER FLOW

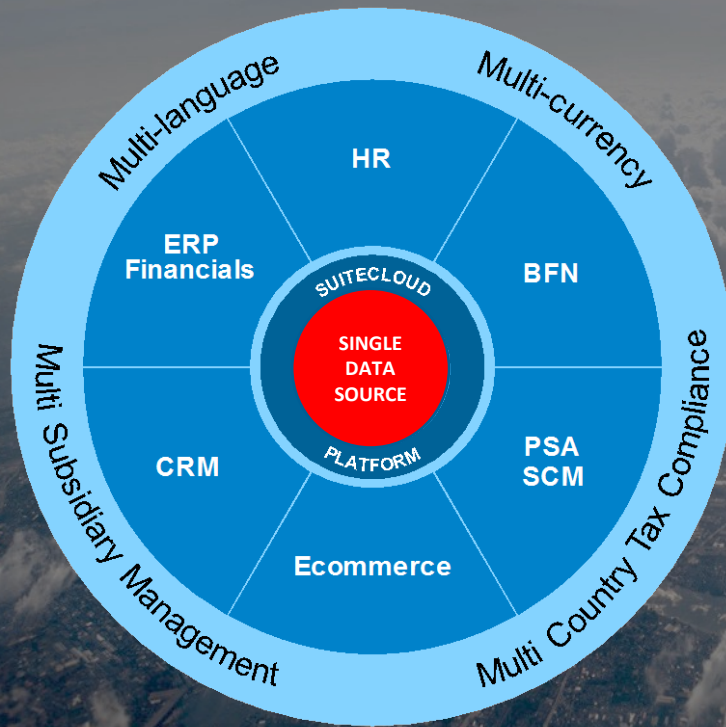


DIFFERENT
VERSIONS OF
THE TRUTH





ALL THE FUNCTIONALITY REQUIRED TO RUN A BUSINESS

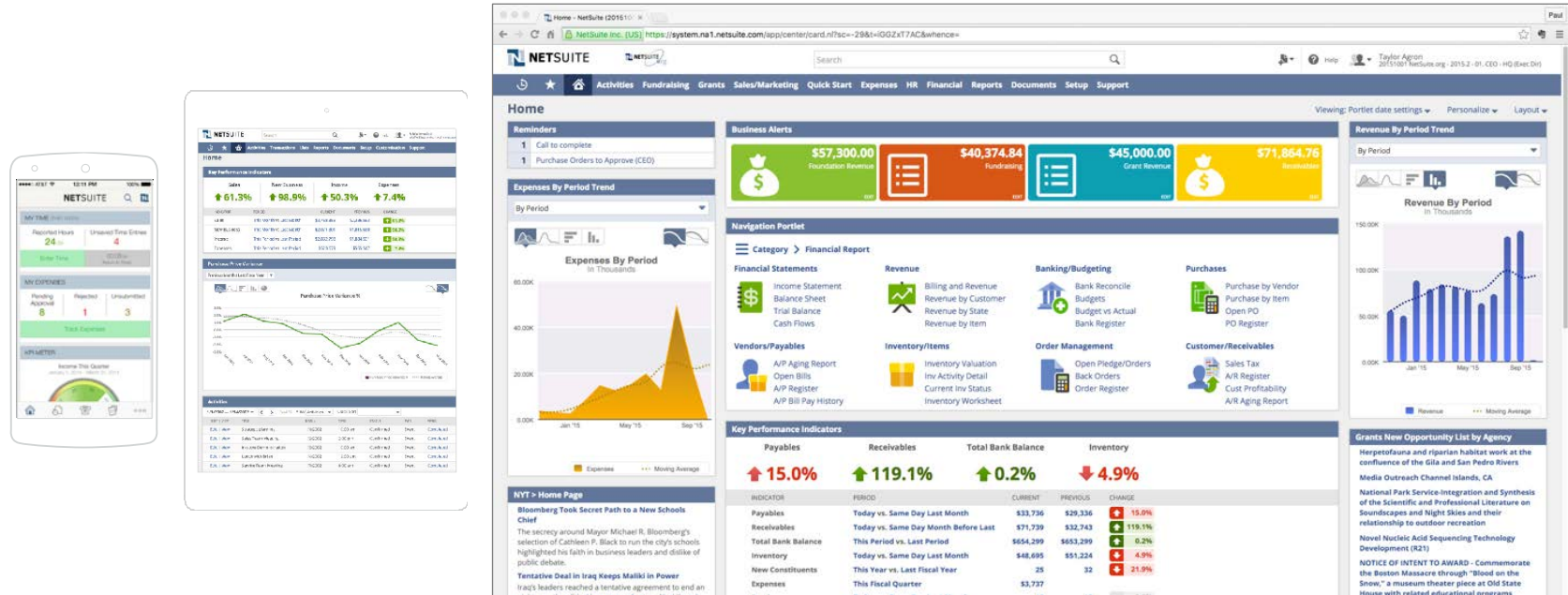


- Roles
- KPIs
- Dashboards
- Workflows
- Forms
- Integrations
- SuiteApps

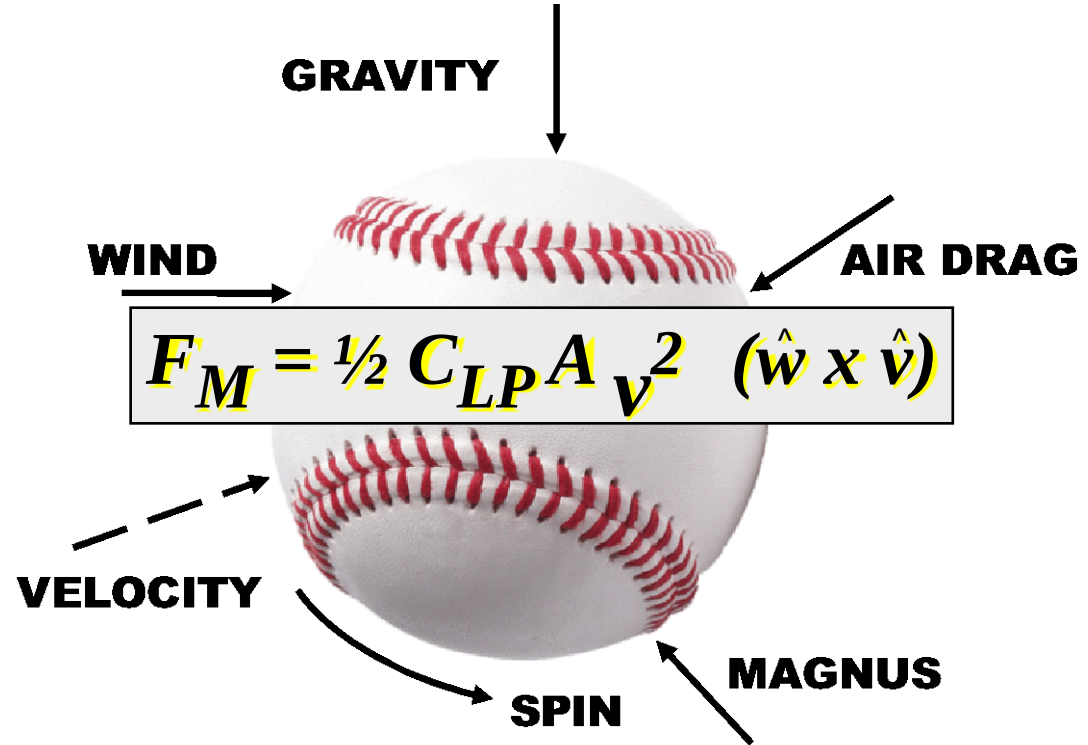
CASE STUDY: CALLADIUS CLOUD

A patchwork of 14 disparate applications was an "IT nightmare." Business performance and visibility were hindered. There was a lack of real-time actionable data and no single view of customers or the business. Now with a complete 360-degree view of their customers their business executives and managers make better, data-driven decisions based on real-time business metrics with drill-down into customer, financial and opportunity detail.

300+ BI COMPONENTS AVAILABLE “OUT OF THE BOX”



THAT GUY'S MAGNUS FORCE IS AWESOME!



ORDER THE T-SHIRT! ;-)

FRONT



BACK



MOTUS



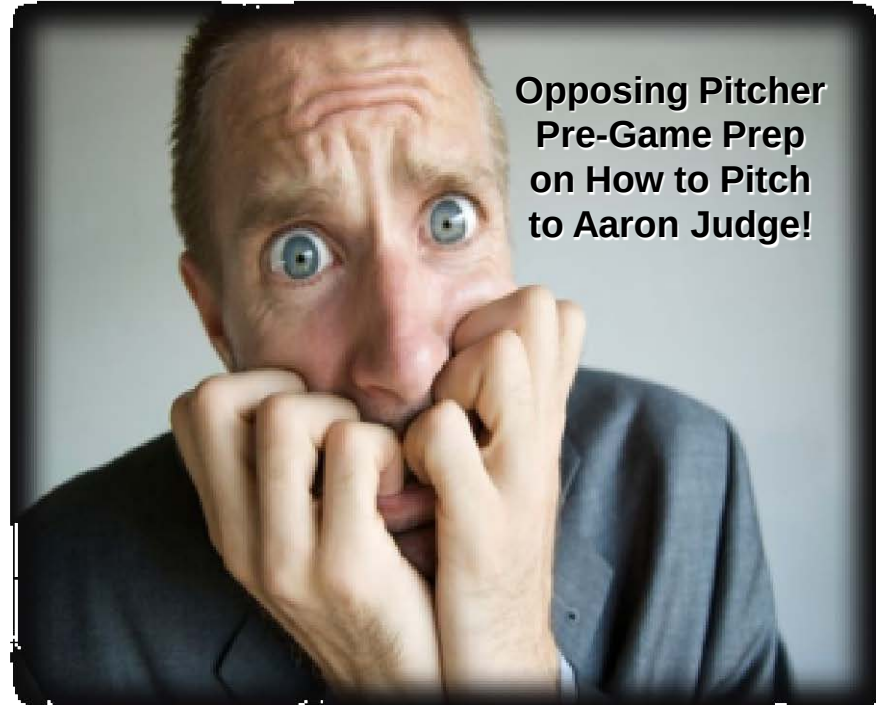
- TRACKS EVERYTHING!
 - # Of Throws
 - Amount Of Effort
 - Subtle Changes
 - Elbow Torque
- Perhaps We Should Get One For POTUS! ;-)

HOT AND COLD

Aaron Judge: Slugging

From 01/01/2017 to 01/01/2018 | All Competition Levels
From the Catcher's POV: Against RHP & LHP

.000 0/2	.000 0/0	.000 0/2	.000 0/0	.000 0/0
2.250 9/4	.833 5/6	.000 0/3	.000 0/0	.000 0/0
1.667 5/3	1.125 9/8	1.714 12/7	1.000 4/4	.333 1/3
.000 0/3	1.300 13/10	.250 2/8	.539 7/13	.500 2/4
.000 0/3	.000 0/1	.500 1/2	.000 0/2	.000 0/3



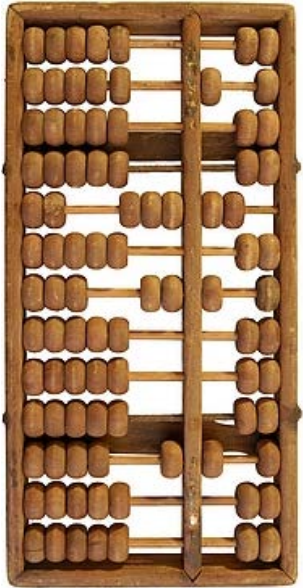
Opposing Pitcher
Pre-Game Prep
on How to Pitch
to Aaron Judge!

WHERE IS BASEBALL GOING WITH TECHNOLOGY



THE 4 HISTORICAL PHASES OF BI

Abacus



Bean Counter



Old Technology



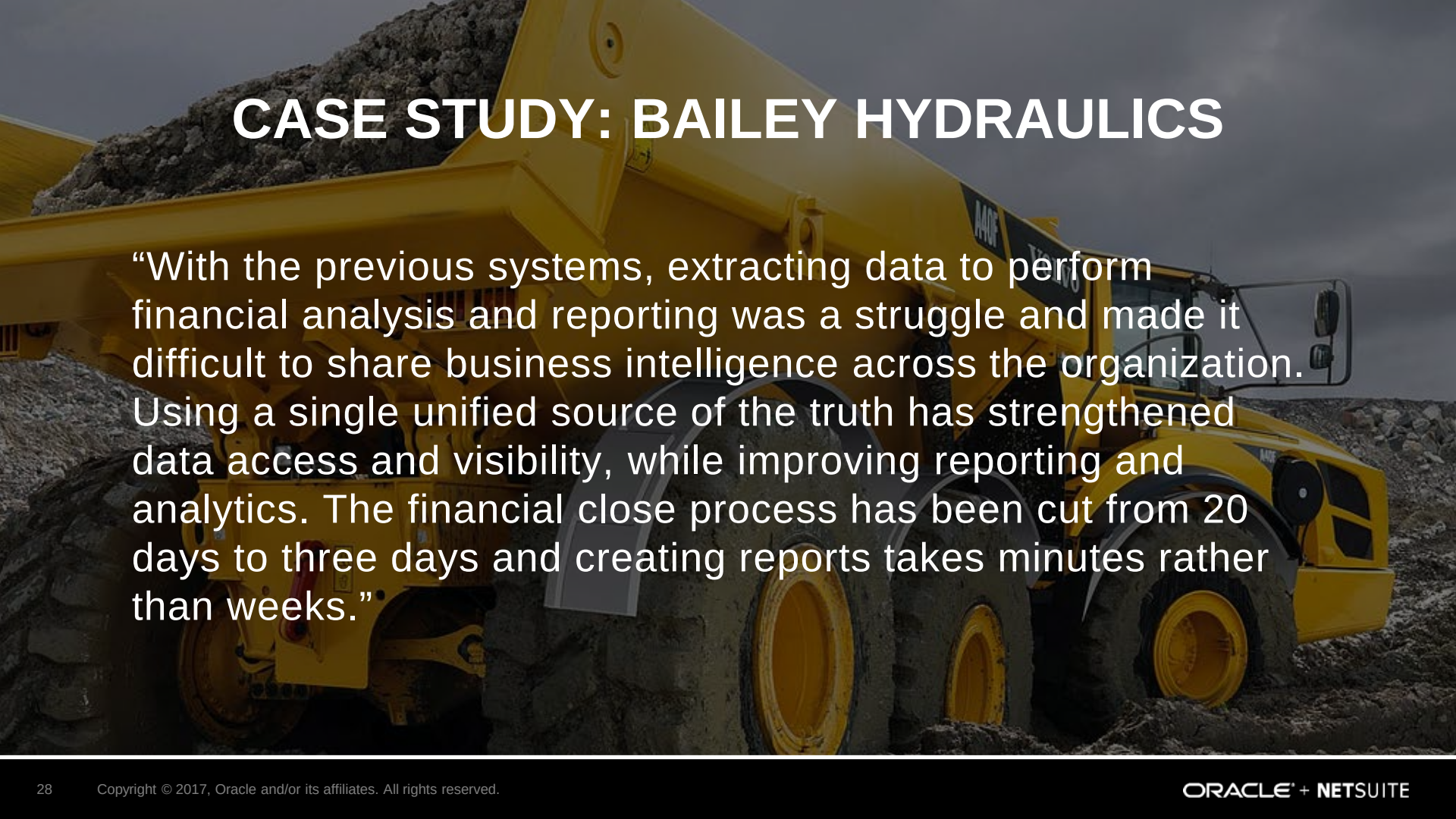
Cloud Technology



BE MISSION CONTROL

- From a CFO providing historical/backward looking information...
- ...To a CFO equipped with the capabilities of NASA's Mission Control.
- Information in real-time, 24x7x365 on any device.



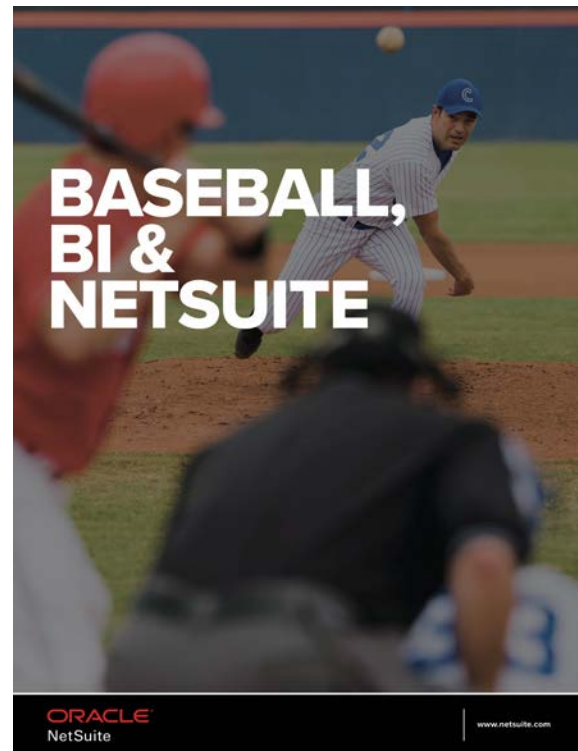


CASE STUDY: BAILEY HYDRAULICS

“With the previous systems, extracting data to perform financial analysis and reporting was a struggle and made it difficult to share business intelligence across the organization. Using a single unified source of the truth has strengthened data access and visibility, while improving reporting and analytics. The financial close process has been cut from 20 days to three days and creating reports takes minutes rather than weeks.”

DOWNLOAD THE WHITE PAPER

- Find a better way to shut out your competition.
- Take your companies' growth from the minors to the majors.
- Check out how NetSuite provides seamless BI to get your team off the bench and into the game.



Q&A

THANK YOU