



BASEBALL, BI & NETSUITE



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Read Time: 5 minutes

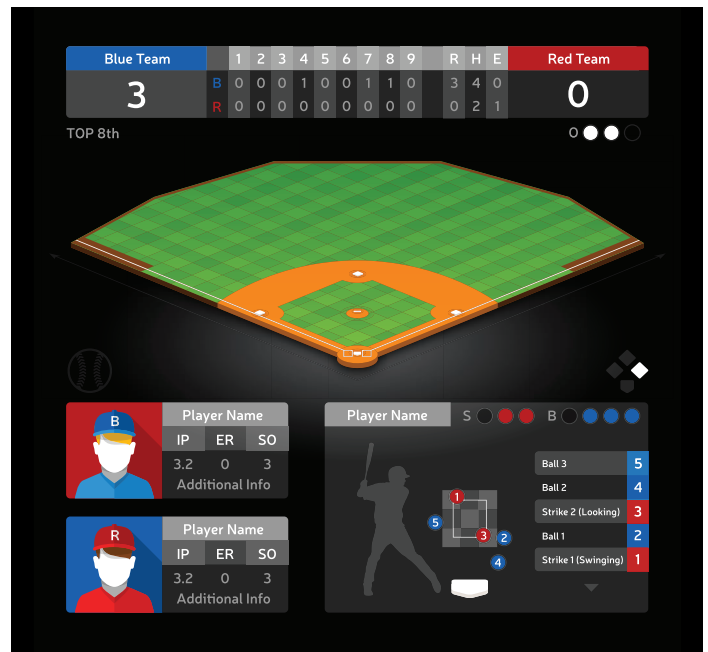
BASEBALL, BI & NETSUITE

Baseball has always collected in-game data. However, until recently, fans didn't have easy access to the various statistics that coaches used for key decisions important for the development of the players and success on the baseball field.

It's not unlike how traditional business intelligence is delivered. Data and reports are set aside for a few experts who determine what is important for you.

Today, baseball statistics are widely available during broadcasts on TV, PCs and mobile devices. Basic data displays like inning and score are enhanced with metrics meaningful to students of the game, such as pitch speed, strikeout percentages and hit zones. It's a good example of vital information being delivered in real-time, on demand and in context.

Wouldn't it be great if business reporting could be as timely, seamless, efficient and cost-effective as watching a baseball game on TV or a mobile device? That sort of rich



on-demand data is available if you leverage a next ready ERP system like NetSuite.

NetSuite is a unified data model with Business Intelligence (BI) available to all users across the entire business spectrum. Like a live baseball broadcast, NetSuite role-based dashboards show key information, such as KPIs and

"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

trends in context—without business users needing to rely on experts or move between different systems.

Users can instantly get the information they need whether speaking with a customer, processing an order, looking at demand, scheduling a project or creating a PO. Or if deeper data is needed, users can easily drill down into details—as can baseball fans with websites that collect all manner of statistics.

Making Data-Driven Decisions

Instant access to data allows users to make the correct decision and provide accurate, impactful advice. Information is a great thing as long as the data is accurate and meaningful, AND accessing it is not a hassle. Organizations of all sizes have been able to do amazing things using NetSuite to aggregate critical information in a unified data model.

The many standalone BI tools on the market require additional licensing investment, complex integrations and ongoing support and maintenance that can drain resources and blur focus. NetSuite can alleviate that pain and the need for redundant connections, licenses, access points, etc. while providing key BI elements that drive insights across the organization.

Technology is Changing Baseball

Technology is changing baseball. No longer is it the pastoral game that George Carlin referred to in his famous comedy routine baseball vs. football. Carlin says that football is technological, well, baseball is technological too, and now even more so!

Jim Brower, a former major league pitcher, is the Minor-League Pitching Coordinator for the 2016 World Champion Chicago Cubs, and Founder of Brower Baseball. Prior to joining the Cubs last year, he spent several years with the Kansas City Royals in a similar capacity. To say that Jim has been successful in developing pitchers is an understatement, just consider the championship rings he has received in each of the last 3 years. What makes Jim successful at developing pitchers is not only his major-league experience as a player, but his reliance on baseball BI to help evaluate and develop pitching talent.



The best predictor of company success is linking strategy to key business drivers. Leveraging NetSuite's reporting capabilities ensures that the execution of each company's strategy can be a reality. Deriving key metrics can be an intensive, resource-draining process with a manual approach, but it's streamlined in NetSuite.

NetSuite captures every detail of a business event, process and/or transaction. This data serves as the basis for key metrics that can provide insight into strengths and opportunities for improvement at any level, from the individual employee level to the company level.

All of the data and metrics exist in NetSuite's unified data model, which provides easy access any time, any place on any device


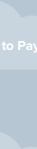

in a seamless and efficient manner. Below is an example of the warehouse and fulfillment function that illustrates the business processes, workflows and metrics impacted.

NetSuite provides a business with more than just a cloud-based ERP. It provides a business management suite that allows any company to seamlessly run its day-to-day operations, capture transactions and derive insights from any number of performance dimensions.

FUNCTION	BUSINESS PROCESS	WORKFLOW	BUSINESS METRICS
 Warehouse and Fulfillment	Receiving Purchase Orders Transfer Orders Returns QC Hold Directed Putaway Inbound Sortation Cross Dock	Procure to Pay	 Purchasing Compliance
	Order Fulfillment Wave Management Order Picking - by Wave, Batch, Cluster, Zone Cartonization Replenishment to Pick Location Multi-channel Fulfillment		Order to Cash
	Shipping Integrated with Parcel Carriers Trailer Management (LTL/TL) BOL & Packlist Printing EDI UCC/GS1 Labels	 Working Capital	
	Inventory Management Inventory Consolidation Cycle Counting Inventory Moves & Adjustments Lot and Serial # Tracking FIFO/LIFO/FEFO/LEFO ABC Velocity	 Fulfillment Costs	
	Value Added Services Work Orders & Assembly Kitting & De-kitting Refurb and Repackaging Labor Productivity	 Assemble to Order	 Cycle Time
			 Shipping Cost
			 On Time Delivery
			 Inventory Controls
			 Inventory Turnover

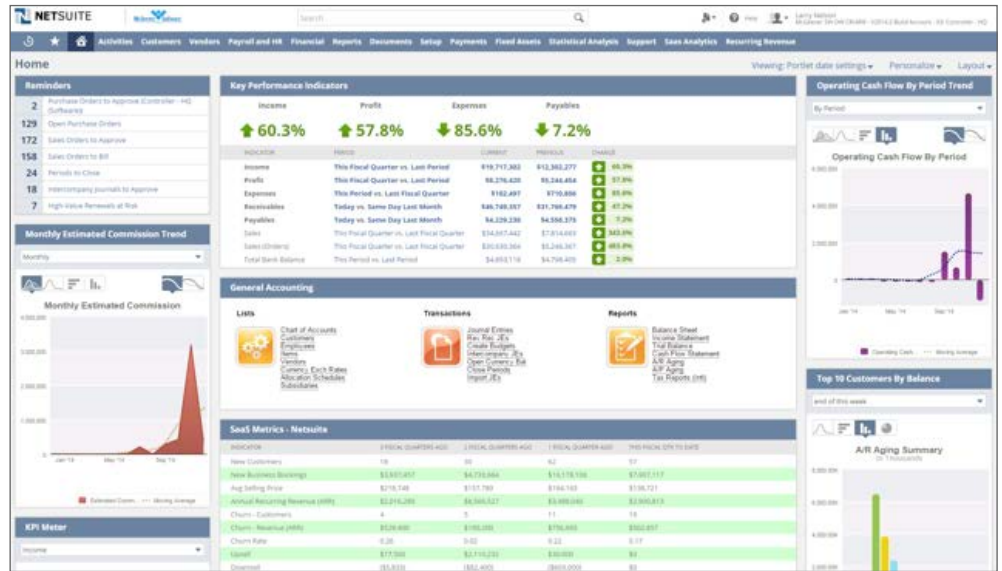
Big Brother

To some degree you could say that Jim's title should be Big Brother, like the character in George Orwell's novel 1984! As the Minor-League Pitching Coordinator for the Cubs, Jim continuously monitors every pitch by every pitcher leveraging several technologies including:

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.

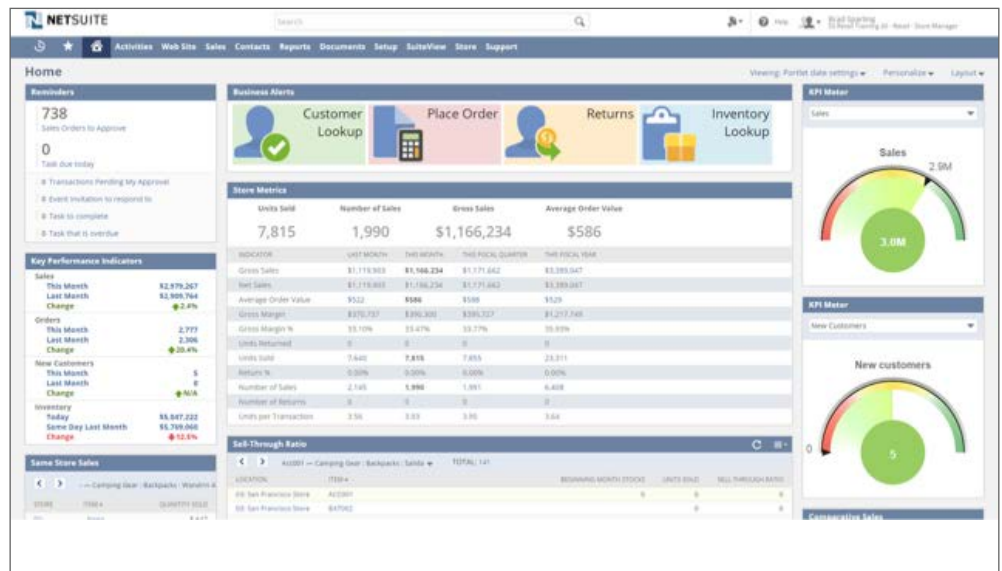
Real-time Role-Based Dashboards

You have many options to choose from when deciding how to leverage NetSuite's dashboard functionality. For example, consider the controller and her need to monitor key aspects of the business. NetSuite's role-based controller dashboard allows her to be effective and proactive versus reactive.



Controller Dashboard

At a glance, the controller can see relevant information in real-time. KPI performance can be monitored, and alerts can be set to highlight anomalies or upcoming tasks. Navigation portlets provide a quick and easy way to access transactions for entry and review, while the controller has key reports like accounts receivable aging and cash flow at her fingertips.



Retail Store Manager Dashboard

A more tactical example would be a dashboard for a retail store manager. A store manager has to be quick and nimble to take advantage of real-time trends. For instance, if a particular product is moving quickly, it's critical to avoid an out-of-stock on that item. NetSuite's retail store manager dashboard provides real-time visibility to help ensure that out-of-stocks do not happen.

Hit a Walk-Off Home Run

Before you purchase a standalone BI tool, consider the complexity of implementing the application, connecting it to disparate systems and compiling and calculating the key metrics desired. In many cases, it can be more complex than implementing a fully featured cloud-based ERP system. Choosing NetSuite can effectively fill many needs with one deed by leveraging NetSuite's BI elements:

- Unified data model
- Mobile access
- Built-in, pre-defined and configurable BI
- Metrics, KPIs, reports, analytics and workflows
- Available for all roles and industries

If the goal is to engage the organization to improve performance and focus on key responsibilities, real-time feedback and constant monitoring of what matters most, then NetSuite lets you hit a walk-off home run.

Real-time Decisions are Needed

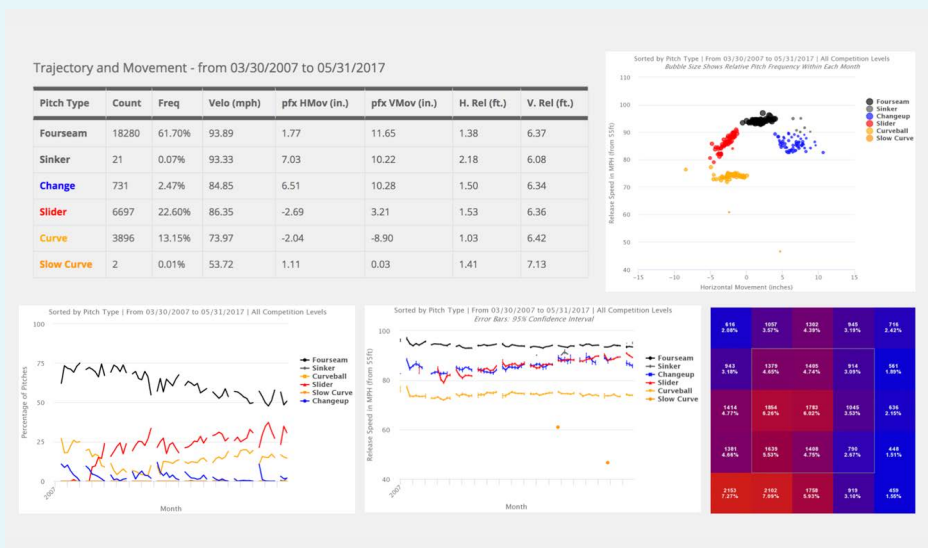
Jim's performance evaluations for pitchers focus on many things. There are the obvious metrics—pitch speed, strikes, balls, pitch count, etc., but there are much more detailed statistics that he considers as well to answer key questions, including, but not limited to:

- Which pitches in the pitcher's repertoire tend to be well hit? Which ones are not well hit?
- How can the pitcher make changes to his pitch selection to improve results?
- Determining the pitches action, location, exit velocity, launch angle upon contact, mechanical consistencies, etc.
- What metrics, over time, if repeated, result in long-term positive results?

Baseball BI Real-time Dashboard

Jim's ultimate goal is maximizing performance for each pitcher in the Cubs' organization. Jim looks for insights that the data provides so that he can assess issues and provide specific development plans for a pitcher to improve.

Having the technology to take data and distill it down to what matters most makes Jim Brower and his pitchers successful. It's a good idea for business to do the same. While NetSuite can't promise you a World Series Championship, NetSuite can certainly guarantee better insight into what matters most so that you can achieve your business goals.



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