

PRESS RELEASE

KINEXON is new partner of Eintracht Frankfurt

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Digitalization is progressing at Eintracht Frankfurt from both an economic and sports point of view: The KINEXON ONE solution will optimize tactical analysis and performance diagnostics in the future.

Since the Supercup, the data of the players can be evaluated in real time. The system is installed in close cooperation with the German Football League (DFL) in the Commerzbank Arena and is used in all national and international home games.

Bobic: "Innovate and work fast"

At the beginning of 2017, Eintracht, with its co-innovation partner SAP and its solution SAP Sports One, was able to break new ground in work organization in sports and develop process and organizational optimizations, innovations and sustainability for the association in many areas. Since then, all nine football teams of the AG and e.V. as well as the entire organization and sports management (in total almost 500 sports employees at Eintracht Frankfurt) are connected with each other.

"With the help of our co-innovation partner SAP, we have digitized the entire sports area and created a state-of-the-art work environment in terms of handling, technology and sustainability with a digital platform. KINEXON ONE optimizes and complements this process ideally," says Sebastian Zelichowski, Head of Analysis & Sports Technology at Eintracht Frankfurt. Fredi Bobic, Sports Director of Eintracht Frankfurt Fußball AG, adds: "In Germany, we still have a lot of work to do in the area of digitization. In order to compete with the economically stronger clubs, we have to work smart, innovative and fast. Partners like SAP and KINEXON certainly help us with that."

Professional football is changing

Maximilian Schmidt (Managing Director KINEXON): "We are proud to have gained Eintracht as an innovative pioneer in the digitization of sports, with whom we will continue to develop our solution."

Fadi Naoum (SVP Head of Products & Innovation Sports & Entertainment, SAP SE): "The digital transformation affects and changes all areas of professional football - from scouting to team and training management to promoting the health and fitness of players. We are pleased to be able to shape this change together with Eintracht Frankfurt."

The innovation partnerships between SAP, KINEXON and Eintracht Frankfurt are designed for several years. The solutions were presented to the invited visitors at this year's SAP-Sport Summit on October 8th & 9th, 2018 in the Commerzbank-Arena.

ABOUT KINEXON

The company was founded in 2012 by scientists of the Technical University Munich. KINEXON Sports & Media develops cutting-edge solutions for precise localization and motion sensing of professional athletes in various sports. The portfolio includes both hardware (e.g. sensors, anchors) for real-time detection of precise data as well as software solutions for smart data processing and analytics. KINEXON Sports & Media offers an unrivalled tracking technology for indoor and outdoor use that locates athletes with centimeter-accuracy in real-time. The company has its headquarters in Munich and a further office in New York City.

ABOUT SAP

As the market leader in enterprise software, SAP SE supports companies of all sizes and industries to run their business profitably, continually adapt and grow sustainably. From the back office to the boardroom, from warehouse to shelf, from desktop to mobile, SAP empowers people and organizations to collaborate more efficiently and leverage business information more effectively than their competitors. More than 404,000 private and public sector customers rely on SAP applications and services to better achieve their goals

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