



**dimension  
data**

**accelerate  
your ambition**

Team Dimension Data for Qhubeka | Global | Sport | Digital Business Solutions, Digital Infrastructure, Digital Workplace

## Team Dimension Data believe technology can accelerate their 2020 vision

Case study

### At a glance

#### Which services?

- Business Intelligence and Analytics
- Mobile Application Development and Management
- Enterprise Application Management
- Database Management

#### Which technologies?

- IOS and Android mobile applications,
- Microsoft Office 365
- Microsoft Azure (SQL, Data Factory, Machine Learning, Storage)
- Microsoft PowerBI & PowerApps

#### Which partners?

- Lumin Sports Technology
- Microsoft

‘Dimension Data has been critical to our success. We’ve always said if we could make more informed, better decisions quicker and leverage technology to do that, we’d have a competitive advantage.’

*Doug Ryder, Team Principal*

### Why Team Dimension Data needed to take advantage of technology

Team Dimension Data for Qhubeka saw an opportunity in using technology to help them compete against the world’s best and achieve their business and professional goals.

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### How technology enabled the team to optimise its performance

By taking advantage of mobile applications, Team Dimension Data can gather rider information, manage the movement of equipment, and allow management to monitor the overall performance of the Team against key performance indicators.

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### What technology allows the Team to accomplish

Technology allows the Team to monitor rider health and wellness, optimise its logistics operations, and provide Team management with intelligence that allows them to plot, execute, and adapt their strategy.

[Read more](#)

## Case study

# ‘We’ve really had to leverage the cloud, software, the Internet to be able to stay in contact with our riders.’

*Dr Carol Austin, Head of Performance Support and Medical*

### Why Team Dimension Data needed to take advantage of technology

*Team Dimension Data for Qhubeka saw an opportunity in using technology to help them compete against the world’s best and achieve their business and professional goals.*

Team Dimension Data for Qhubeka has set themselves ambitious targets for the next three years. With the objective of getting an African cyclist onto the podium at the 2020 Tour de France, they needed to find new ways to optimise their performance – both as a professional sports team and a global business. The Team needed to enhance the management of its riders and improve how it gathered and used information about riders’ progress throughout the season.

The nature of professional cycling – with the Team training and racing all over the world – meant that it wasn’t always easy to get the information needed, on time and efficiently. When Team members aren’t at a race, they’re dispersed around the world. While there are systems for gathering training data, the technology for gathering the rest of the logistical and business information they needed didn’t exist.

For the Team to perform at their peak, they needed to gather more data about the physical and mental well-being of their riders, coordinate their logistics more efficiently, and better manage their total performance and strategy.

### How technology enabled the team to optimise its performance

*By taking advantage of mobile applications, Team Dimension Data can gather rider information, manage the movement of equipment, and allow management to monitor the overall performance of the Team against key performance indicators.*

The Team uses technology in three key areas to improve its performance. Rider health and wellness, operational efficiency, and Team management.

Rider data is collected through the health and wellness app, which allows the riders to report on their location, well-being, and mental state in just a few minutes each day. This improves the communications between the riders and their coaches, irrespective of where they are in the world.

The asset tracking app allows the Team to monitor the location of key pieces of equipment - such as bikes, helmets, wheels, and rain bags, ensuring that they know where these items are when they’re not at the Team’s base in the Netherlands. The app also enables the Team to keep track of stock levels of key items in their warehouse, such as spares and nutritional supplements, improving the replenishment cycle.

### What technology allows the Team to accomplish

*Technology allows the Team to monitor rider health and wellness, optimise its logistics operations, and provide Team management with intelligence that allows them to plot, execute, and adapt their strategy.*

The technology the Team uses enables all parts of the team to make smarter decisions.

With information provided by the health and wellness app, the Team’s doctors, coaches, and directeur sportifs can monitor the health status of the riders and identify trends. This information is linked to the riders’ training data, and together they provide, they provide a complete picture of individual rider’s condition.

The asset tracking app gives the Team’s logistics organisation an easy way of knowing where key pieces of equipment are. It also allows them to check spares in and out of the warehouse and monitor key stock levels.

The Team management solution provides the Team’s leadership with a single view of how the Team is performing. It serves as a decision support tool, providing strategic support to the Team. This allows them to use data analytics to gauge how close they are to achieving their goals for the season.

### Technology accelerates digital business

The use of mobile apps and cloud services ensures that the Team’s data is accessible anywhere in the world, at any time. This allows them to manage their riders and strategy better than ever before, helping them achieve their goals.