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THE INNOVATION EXPERIENCE

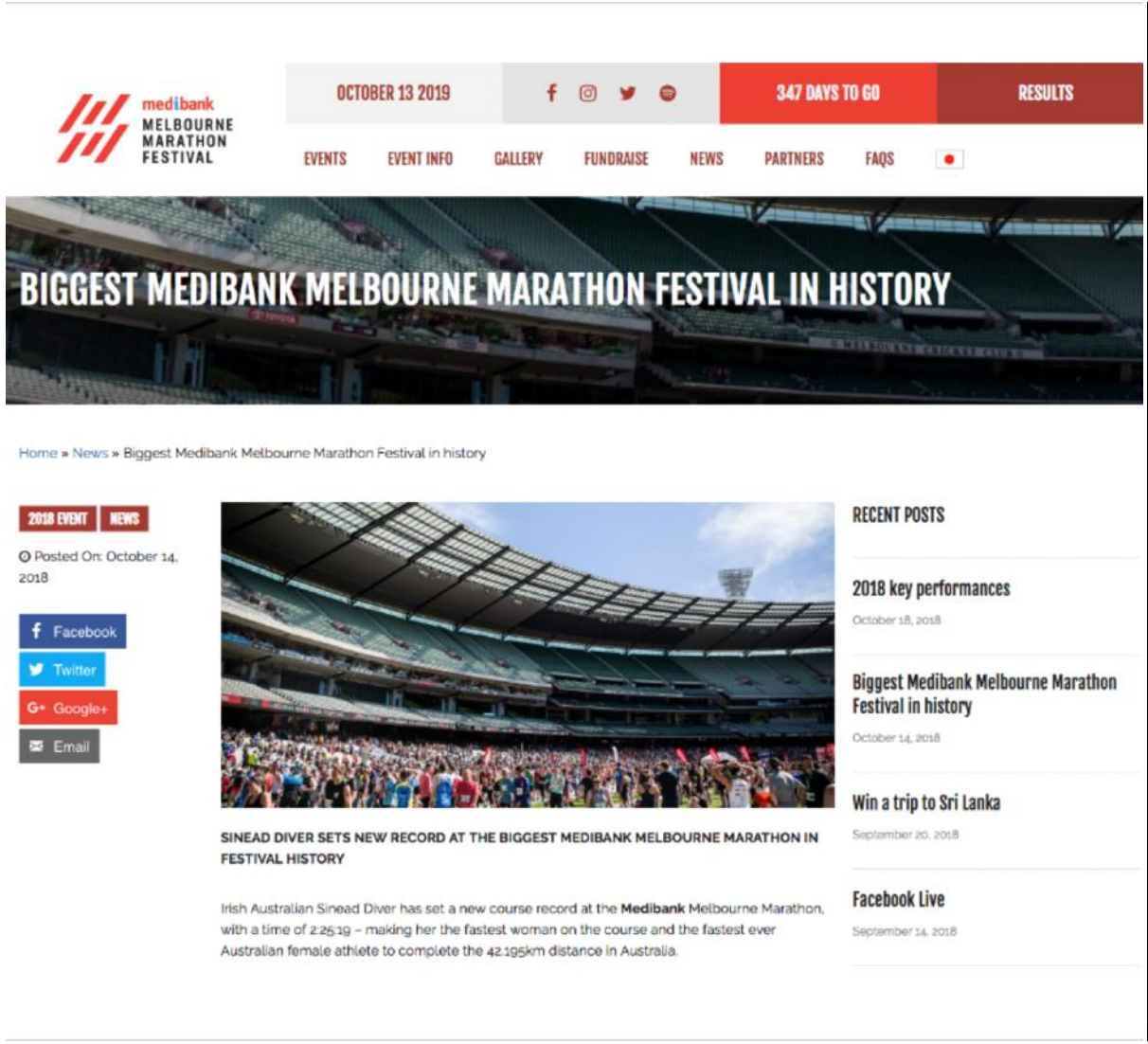
THE 101 OF DATA & INSIGHT – MY PERSONAL MARATHON JOURNEY

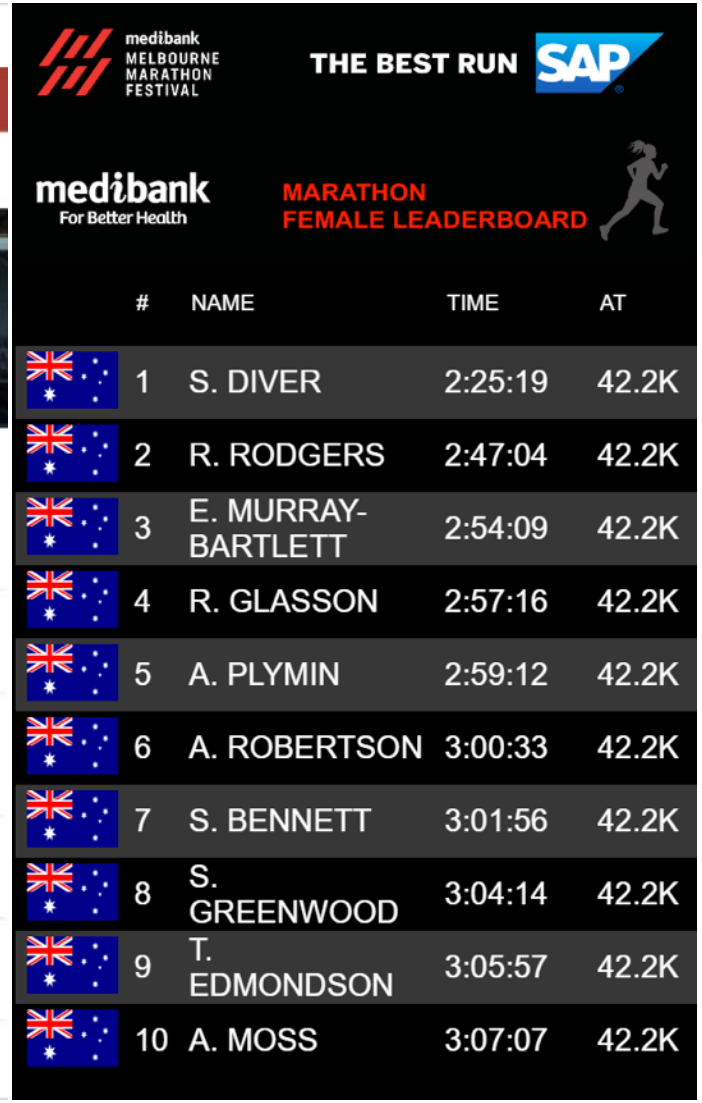
BRIAN ORLOFF

SAP

18
DIVER
5
19
7586

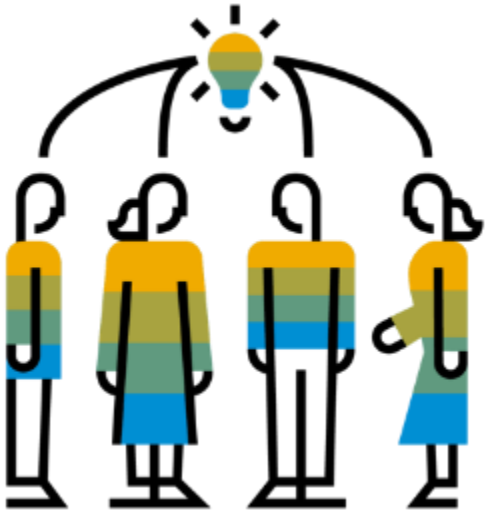
Search
7:59 am
100%
Home
MARATHON STATS
medibank MELBOURNE MARATHON FESTIVAL
TOTAL RUNNERS 7,238
FEMALE RUNNERS 2,080
MALE RUNNERS 5,158
AVERAGE AGE
MALE 39
FEMALE 38
THE BEST RUN SAP
AVERAGE SPEED BY AGE GROUP AND GENDER
AGE
SPEED (KM/H)
AVERAGE PACE BY AGE GROUP AND GENDER
AGE
PACE (min)
FASTEST 5K SPLIT TIME
5K: 15:10
COUNTRIES PARTICIPATING
42 COUNTRIES
FASTEST 5K SPLIT SPEED
5K: 18.75 KM/H
RUNNERS FINISHED
6,324
CUMMULATIVE K'S RUN
268,843.69
OLDEST VS YOUNGEST
85 OLDEST | 18 YOUNGEST
RUNNERS BY AGE CATEGORY
TOTAL
7,238
18-19 (46)
20-24 (416)
25-29 (927)
30-34 (1012)
35-39 (1021)
40-44 (1049)
45-49 (894)
50-54 (580)
55-59 (300)
60-64 (148)
65-69 (66)
70-74 (27)
75+ (9)
Elite (23)
FASTEST MALE AVERAGE PACE - CURRENT VS RECORDS
2018 Current Fastest Pace
Course Record Melbourne Marathon 2013
World Record Berlin Marathon 2018
03:12
3:06
2:53
FASTEST FEMALE AVERAGE PACE - CURRENT VS RECORDS
Course Record Melbourne Marathon 2013
2018 Current Fastest Pace
World Record London Marathon 2003
3:28
03:26
3:13


medibank MELBOURNE MARATHON FESTIVAL
OCTOBER 13 2019
347 DAYS TO GO
RESULTS
EVENTS
EVENT INFO
GALLERY
FUNDRAISE
NEWS
PARTNERS
FAQS
BIGGEST MEDIBANK MELBOURNE MARATHON FESTIVAL IN HISTORY
Home » News » Biggest Medibank Melbourne Marathon Festival in history
2018 EVENT
NEWS
Posted On: October 14, 2018
Facebook
Twitter
Google+
Email
SINEAD DIVER SETS NEW RECORD AT THE BIGGEST MEDIBANK MELBOURNE MARATHON IN FESTIVAL HISTORY
Irish Australian Sinead Diver has set a new course record at the Medibank Melbourne Marathon, with a time of 2:25:19 – making her the fastest woman on the course and the fastest ever Australian female athlete to complete the 42.195km distance in Australia.
RECENT POSTS
2018 key performances
October 18, 2018
Biggest Medibank Melbourne Marathon Festival in history
October 14, 2018
Win a trip to Sri Lanka
September 20, 2018
Facebook Live
September 14, 2018


medibank MELBOURNE MARATHON FESTIVAL
THE BEST RUN SAP
medibank For Better Health
MARATHON FEMALE LEADERBOARD
NAME TIME AT
1 S. DIVER 2:25:19 42.2K
2 R. RODGERS 2:47:04 42.2K
3 E. MURRAY-BARTLETT 2:54:09 42.2K
4 R. GLASSON 2:57:16 42.2K
5 A. PLYMIN 2:59:12 42.2K
6 A. ROBERTSON 3:00:33 42.2K
7 S. BENNETT 3:01:56 42.2K
8 S. GREENWOOD 3:04:14 42.2K
9 T. EDMONDSON 3:05:57 42.2K
10 A. MOSS 3:07:07 42.2K

SAP Sponsorship of 2018 Medibank Melbourne Marathon Festival

Aligned Values - Promoting Health and Wellness



Collaboration with Customer and Partners

Leverage Innovation and Insights to Drive Engagement

Insights on 40 Years of Marathon Data

medibank MELBOURNE MARATHON FESTIVAL

THE BEST RUN SAP

Improving Race Day Engagement through Enhanced Insights

sap.com/australia/marathon

Australia's largest marathon, the **Medibank Melbourne Marathon**, has been running for over 40 years. As you can imagine, technology has moved along since 1978 and more recently advancing at a phenomenal rate.

SAP is proud to be joining the **2018 Medibank Melbourne Marathon** as the official technology partner, tasked with improving race day engagement by providing next-level insights.

Insights on 40 Years of Race Data

40 is the new 30 in more ways than some

The Average Age of Marathon Runners in 1978 was 31. in 2017 it was 39.

Health & Lifestyle is becoming an increasing priority in society.

According to the latest World Health Organisation figures, Australia's "healthy life expectancy" reached 73 years in 2016, about 10 years higher than the global average.1

Female Runners are taking new strides

17,910% rise in Female Marathon participation

1978: x10 Female Marathon Runners

2017: x1801 Female Marathon Runners

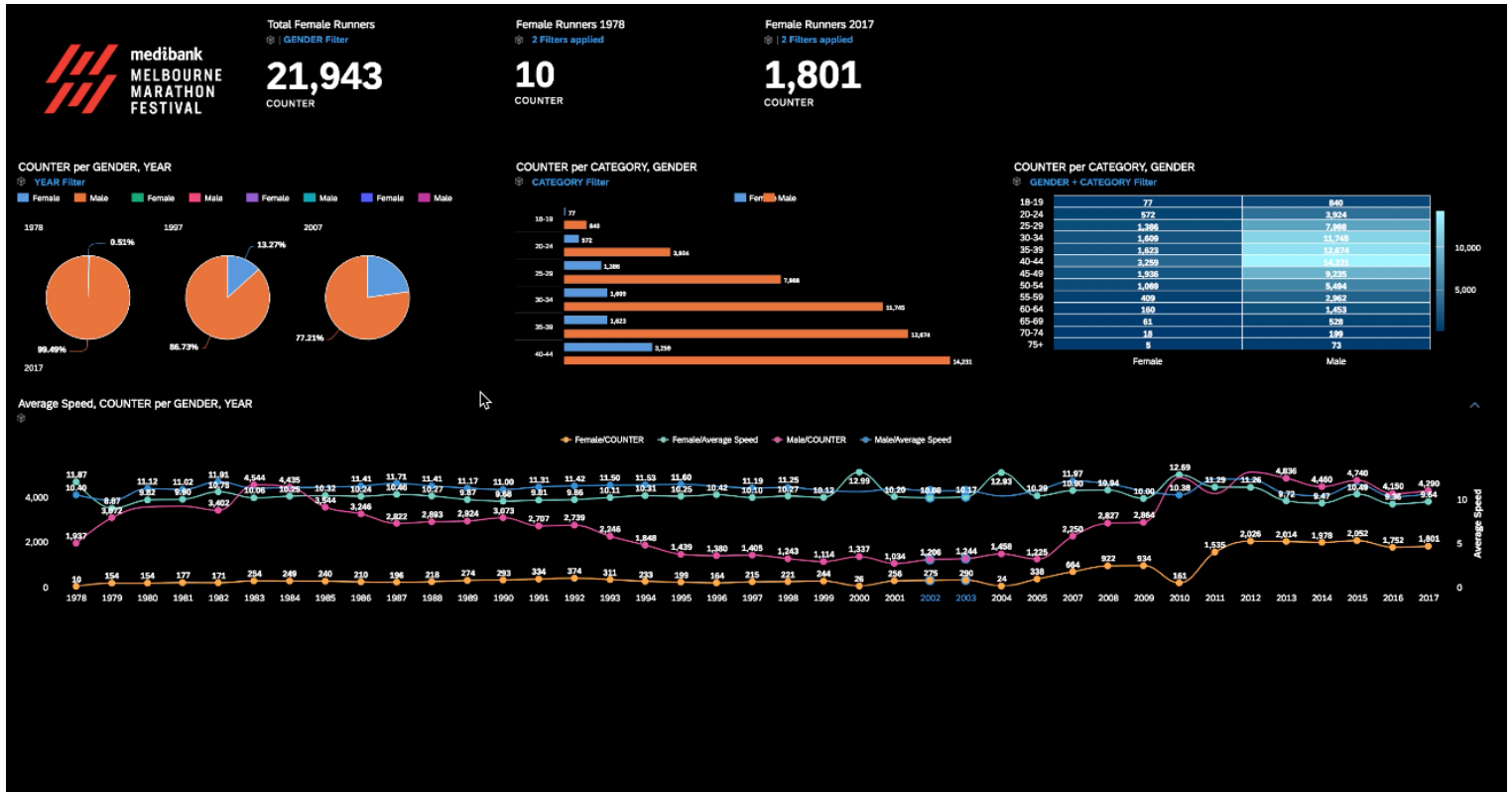
A compound growth rate of 12% for female vs 8% for male runners.

SAP effect

Excel vs Modern Analytics

PLACE	TIME	SURNAME, INIT	START NO	TEAM	SUBURB, POST CODE	BIRTH DATE	RACE DAY AGE
1	2:21:04		1782	The Over The Hill Gang	RINGWOOD, 3134	8/2/52	26
2	2:23:06		744	Kew-Camberwell	Burnley, 3121	2/12/50	27
3	2:25:14		2975	-			
4	2:26:36		1215	-	WANTIRNA. VIC., 3152	7/5/49	29
5	2:27:09		2503	-	Lilydale, 3140		
6	2:32:06		200	Ringwood A.A.C.	Parkville, 3052	27/8/43	35
7	2:32:24		1050	-	Gymea, 2227	13/8/36	42
8	2:33:37		1898	P.C.C.C.	EAST DONCASTER, 3109	9/5/38	40
9	2:34:22		535	-	via Yarragon, 3823	1/9/52	26
10	2:34:43		1735	Oakleigh A.A.C.	DAKLEIGH, 3166	1/3/45	33
11	2:34:45		396	-	Glengowrie, 5044	17/8/52	26
12	2:36:31		1798	Glenhuntly AAC No.1	CHADSTONE, 3148	28/8/48	30
13	2:36:41		2373	3MP No.2	FRANKSTON, 3199	10/11/53	24
14	2:36:53		977	3MP No.2	Broadmeadows, 3047	23/11/50	27
15	2:37:05		1483	Ringwood A.A.C.	LILYDALE, 3140	17/12/46	31
16	2:38:05		1912	Glenhuntly AAC No.3	BENTLEIGH, 3204	00/01/14	
17	2:38:41		103	-	Ringwood, 3134	14/5/45	33
18	2:38:52		2404	-	NUNAWADING, 3131	13/10/37	41
19	2:39:08		853	-	Sth Yarra, 3141	11/1/48	30
20	2:39:29		244	Ballarat Harriers No.1	Ballarat, 3350	16/7/55	23
21	2:39:43		1739	The Over The Hill Gang	NUNAWADING, 3131	15/9/43	35
22	2:39:53		2892	St.Stephen's Harriers "A"	MONT ALBERT, 3127	20/8/36	42
23	2:40:58		735	Ballarat Harriers No.1	Ballarat, 3350	31/5/40	38
24	2:41:05		278	-	Mt Waverley, 3149	15/7/39	39
25	2:41:23		584	Glenhuntly AAC No.2	Glen Waverley, 3150	18/12/45	32
26	2:41:34		2453	-	SMYTHESDALE, 3351	15/3/48	30
27	2:42:16		2132	-	Holland Park, 4121	1/5/44	34
28	2:42:33		2369	-	MT. MARTHA, 3934	24/2/46	32
29	2:42:44		1678	Kew-Camberwell	PARKVILLE, 3052	24/3/53	25
30	2:42:52		2956	Glenhuntly AAC No.1	SOUTH OAKLEIGH, 3167	24/2/49	29
31	2:42:58		1687	P.C.C.C.	EAST DONCASTER, 3109	5/6/46	32
32	2:43:56		2228	Ringwood A.A.C.	Kilsyth, 3137	1/6/54	24
33	2:44:33		630	-	Hawthorn, 3122	11/3/55	23
34	2:45:09		2129	-	Ascot Vale, 3032	48/01/48	30
35	2:45:36		304	-	Dingley, 3172	18/5/40	38
36	2:45:49		1176	-	MELBA A.C.T., 2615	27/5/49	29
37	2:45:54		1859	-	SANDY CREEK. S.A., 5350	30/10/36	42
38	2:46:06		2022	Glenhuntly AAC No.1	CAULFIELD, 3162	4/1/52	26

1986 1985 1984 1983 1982 1981 1980 1979 1978



Marathon Dashboard powered by SAP

- Race Demographics
- Performance Stats
- Course Record
- Aggregated Information

Marathon Leaderboard powered by SAP

medibank MELBOURNE MARATHON FESTIVAL

THE BEST RUN SAP

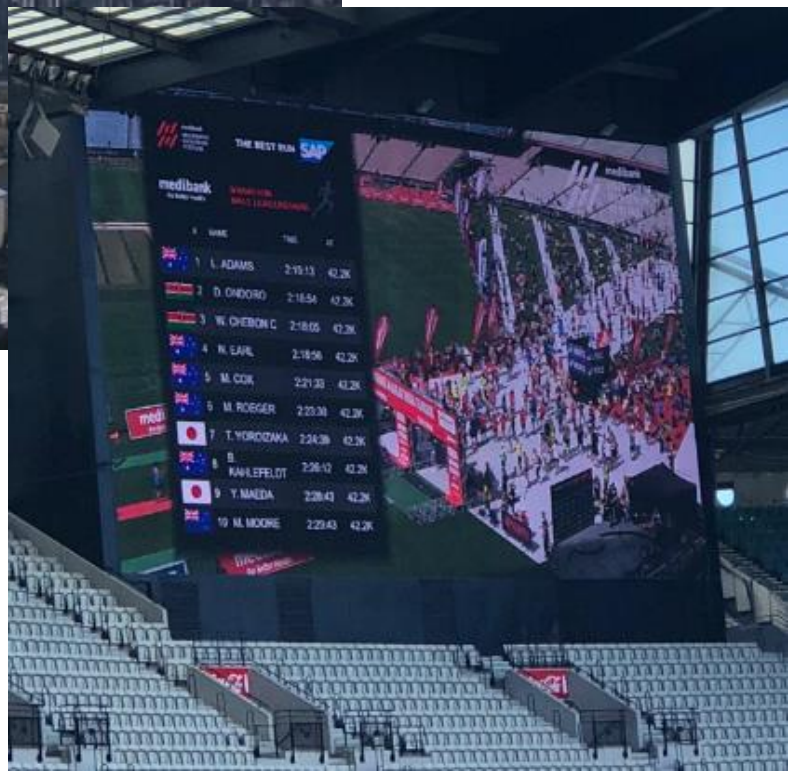
medibank For Better Health

MARATHON MALE LEADERBOARD

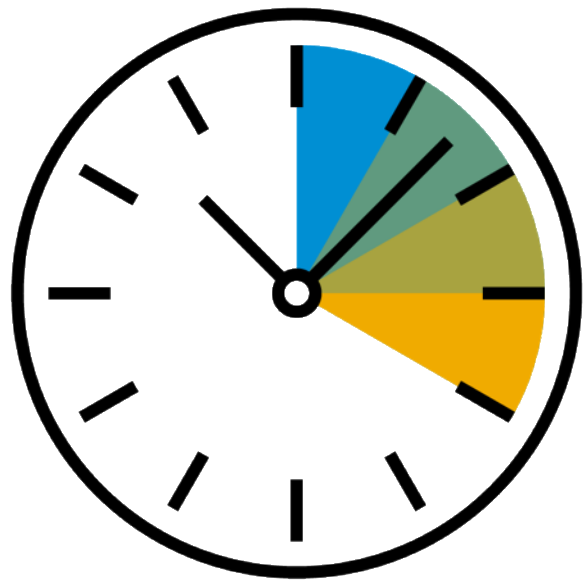
#	NAME	TIME	AT
1	L. ADAMS	2:15:13	42.2K
2	D. ONDORO	2:16:54	42.2K
3	W. CHEBON C	2:18:05	42.2K
4	N. EARL	2:18:56	42.2K
5	M. COX	2:21:33	42.2K
6	M. ROEGER	2:23:30	42.2K
7	T. YOROIZAKA	2:24:39	42.2K
8	B. KAHLEFELDT	2:26:12	42.2K
9	Y. MAEDA	2:28:43	42.2K
10	M. MOORE	2:29:43	42.2K

Live Broadcast

Big Screen at MCG



SAP effect

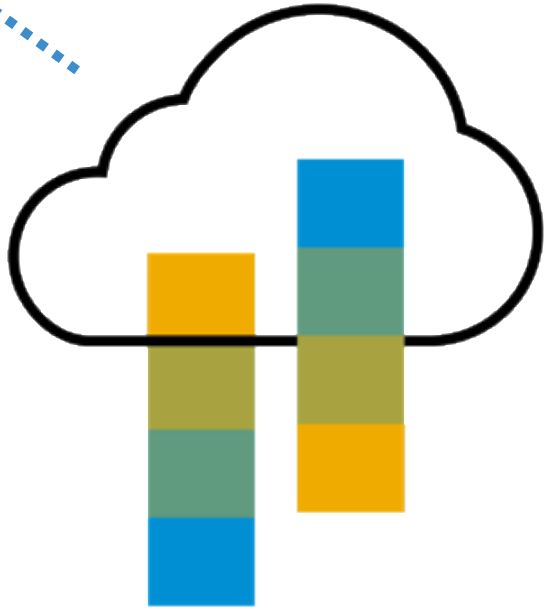


Marathon Dashboard

Marathon Leaderboard

Multisport Timing Provider

Live Broadcast



SAP Cloud Platform
powered by SAP HANA

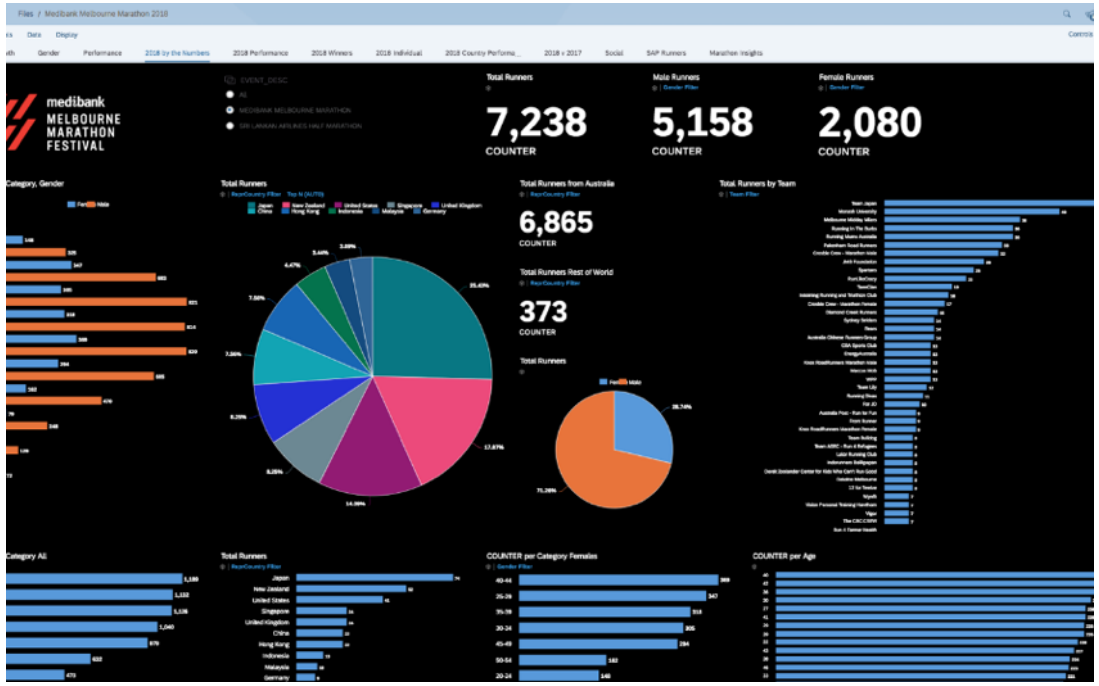
Live Feed via API

Live Feed

Runner Timing
Devices

SAP Analytics Cloud

Instant Insight



SAP effect

Behind the Scenes

SAP effect

asics
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HALF MARATHON FINISH
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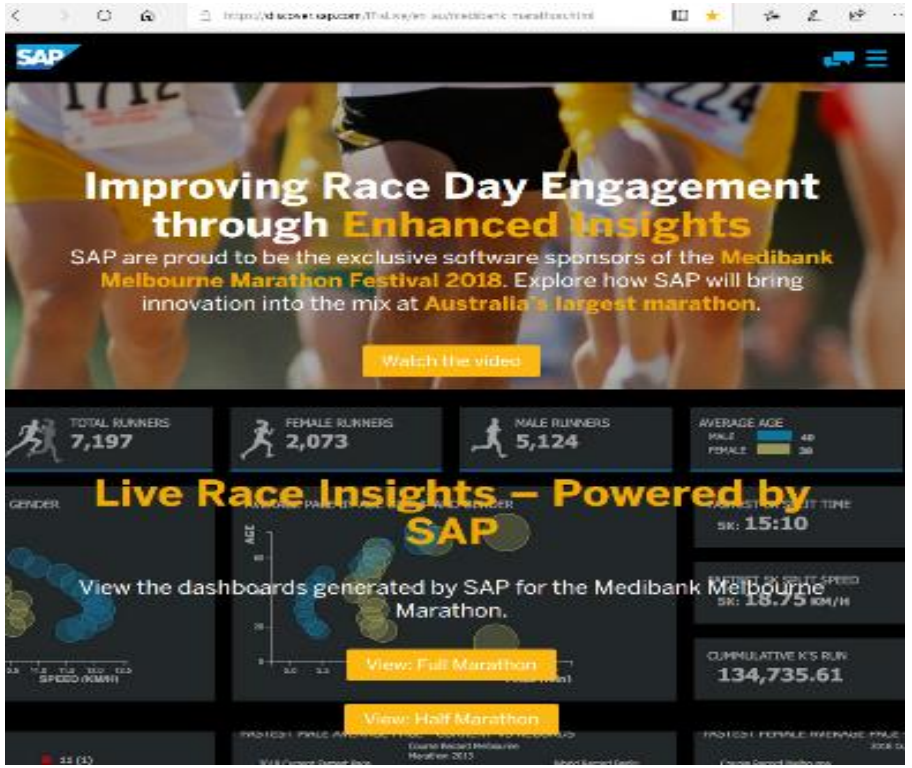
Engagement Impact

210,000+ views of the Dashboard!



http://www.sap.com/australia/marathon

2000+ Page Visits

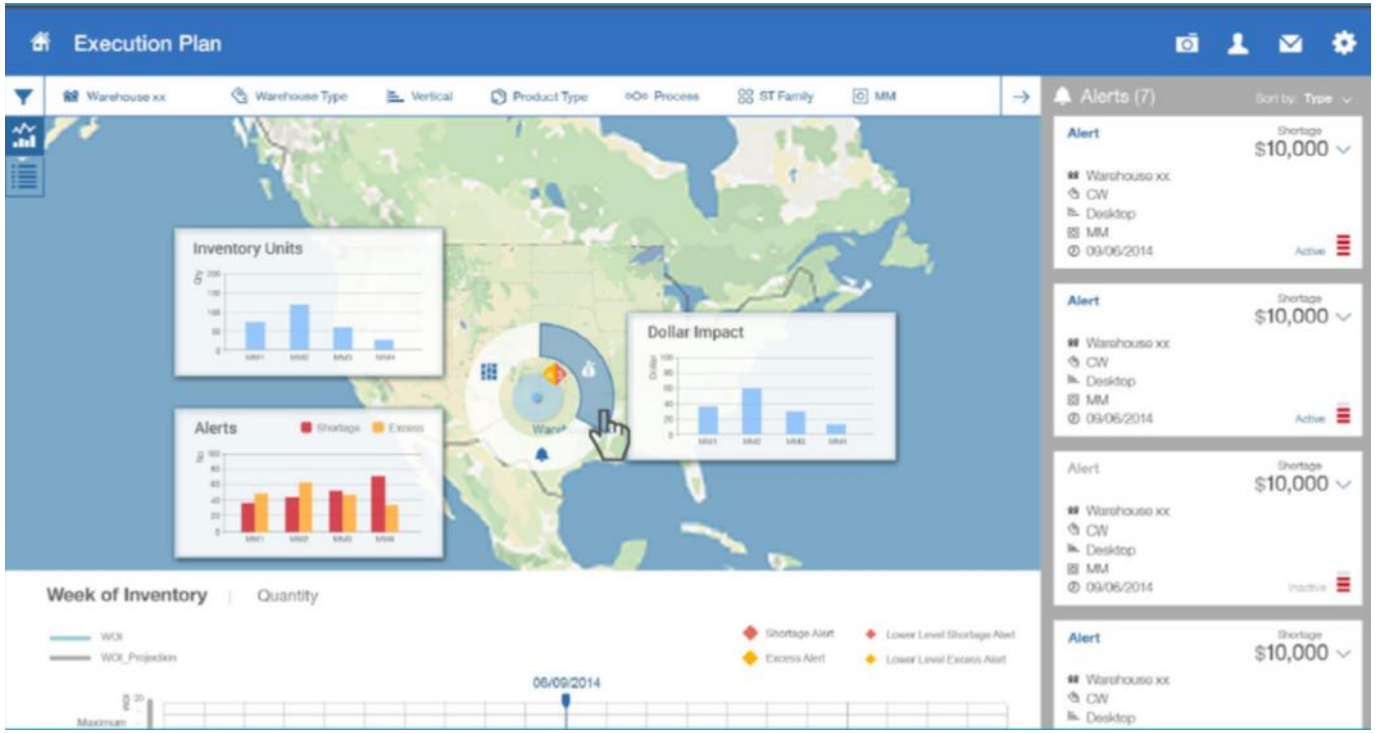
Live viewing engagement – Average Viewing Time YouTube

2017 – 29 seconds

2018 – 9 minutes 30 seconds – 18,000+ viewers

SAP effect

Deliver Contextual Insight



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CONTACT US

Please get in touch if you have any inquiries

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THANK YOU!