



Sports technology company helps athletes reach their peak through biofeedback and analytics

K-MOTION

Customer
K-Motion

Products and Services
Azure
Dynamics CRM
Microsoft 365 Business Premium
Outlook
Power BI

Industry
Consumer Goods

Organization Size
Small (1 - 49 employees)

Country
United States

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—Michael Chu, CEO
K-MOTION

K-MOTION is a sports technology company that exists at the intersection of hardware, software, biomechanics, and sport. Founded in 2002, the company's initial goal was to create a product that could tell golfers why their swing was powerful one day and wavering the next. The K-Vest, the name for the company's hardware, is a wearable device made up of multiple inertial sensors that track and record an athlete's movements by transmitting them via Bluetooth to the user's device. Then, the K-Coach app generates a three-dimensional representation of the athlete's movements that can be reviewed by players and coaches.

"By looking at how athletes move, we understand what their weaknesses are, and then we help them train the right patterns in real time," says Michael Chu, CEO at K-MOTION. Once Chu and his team developed the app, they began to explore the potential appeal of the K-Vest beyond the realm of golf.

As part of the initiative to broaden appeal, the company began expanding the capabilities of its product. By adopting a powerful, highly secure cloud platform, K-MOTION could help customers track their progress over time, train remotely with their coaches, and obtain training insights on the go. Leadership also wanted a cloud platform capable of growing with the K-MOTION platform as new functionalities and services became ready for implementation.

A mobile business solution for mobile customers

Just like its customers, K-MOTION does much of its work in the field. With offices spread across the United States in San Francisco, Scottsdale, and New Hampshire, the company makes sure employees have the same kind of mobility its customers enjoy.

Since the very beginning, K-MOTION has used Microsoft Office to create documents. The familiarity with these basic Office functions, along with a drive to make "everything just work," led Chu to look into Microsoft Office 365. After discovering the interoperability of Office 365 and other Microsoft services like Azure, Power BI, and Dynamics CRM, Chu knew he'd found his solution.



Metrics that strengthen customer relationships

Today, K-MOTION customers include professional and recreational golfers, Major League Baseball organizations, physical therapy coaches, and even an Olympic ski jumping team. To maintain these diverse relationships, K-MOTION needs a complete picture of each end user. Though the move to market the K-Coach in new arenas is a recent development, it factored heavily into Chu's decision to adopt a holistic Microsoft environment. "When we couple the information we have in Dynamics CRM with the information that we report in Power BI, we tap into a new wealth of knowledge from a business analytics point of view," says Chu.

Customer profiles at K-MOTION now include at-a-glance usage metrics, their sports focus, and even how they've been progressing. Players can opt into an accountability program that gives their coaches a week-to-week workout comparison that shows exactly how hard they've been pushing themselves. With the automatically generated reports from Power BI, support staff can see when an athlete is having trouble using the product, which features they're using, or if they've had a recent injury.

The cloud as a healing aid

Thanks to the storage capacity and accessibility of Azure, K-MOTION customers can look back on past practice sessions at any time. "There's a famous golfer named Rickie Fowler," says Chu. "Thanks to our system, his coach has data on what his body was doing the week before he won a tour event. So, if he ever slumps or gets injured and needs to figure out what his body was doing when he was at his absolute prime, he can try to get his body back into that precise motion."

Even customers who have suffered an injury prior to using the K-Vest can benefit from it. "We think there's a huge opportunity in disrupting the physical therapy market," says Chu. Physical therapists, who often do not have enough time to spend with their patients, will soon be able to grab motion-capture files from Azure and review patients' motions to help prepare better treatment plans.

Thanks to Office 365, therapists can create and share reports with their patients remotely, whenever their schedule allows. Better visibility into how patients are healing could mean shortened recovery times for injured athletes. Because it's stored in the cloud, this physical therapy data could also become a knowledge base for K-MOTION as it develops new products. This development is on its way thanks to the operational cost savings, both in work hours and on-premises infrastructure, that the cloud affords K-MOTION.

Big data is the future

Looking beyond selling to individual players, coaches, and even professional sports teams, Chu sees the accumulation of data as a huge potential for growth in the future. The more that customers use the product, the more data about the human body K-MOTION collects. By putting that wealth of knowledge to work, K-MOTION could become a platform for anyone looking to refine their movements.

"As our dataset grows and we learn more about Office 365 and Power BI, I'm super excited to see how we can use Microsoft solutions to make us even better as a company and as a platform," says Chu. Even players who do not own a K-Vest and play a sport that K-MOTION has yet to expand into will be able to create custom reports, sourced from data housed on Azure and compiled through Power BI.

With the insights it has gained from Office 365, Azure, and Dynamics CRM, K-MOTION has taken what was once a tool for the golf community and created an accessible, searchable, universal source of kinesthetic truth.

Find out more about K-MOTION on Twitter, Facebook, and LinkedIn.

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