



CASE STUDY
Technology

When **BodyMedia** wanted its data to be more valuable to customers, Summa helped to **work out the solution.**

WE TRANSFORMED INFORMATION INTO INTELLIGENCE.

BodyMedia is the leader in developing wearable body monitors that help people make sweeping changes to their health and wellness. The company's high-tech armbands feature multiple sensors that monitor and capture 5,000+ data points per minute and translate that to information related to a person's activity, calories and sleep patterns. When BodyMedia wanted to take their software to the next level, they called on the agility of Summa and the strength of IBM.



GIVING CUSTOMERS BETTER FEEDBACK SO THEY CAN GET IN BETTER SHAPE.



THE SITUATION:

BodyMedia, a Pittsburgh-based pioneer in the field of body monitoring, sought to enhance the functionality of its successful BodyMedia FIT system. This high-tech armband features sensors that capture valuable biometric data directly from an armband wearer's body. The company wanted a way to utilize the data provided and produce unique, customized and actionable feedback to each person. That's when it teamed up with Summa to develop a feedback engine. This feedback engine also needed to accommodate input from BodyMedia's partner relationships, such as that with fitness and wellness expert, Jillian Michaels, who can then customize the type of feedback based on their fitness philosophies.

+ THE SUMMA SOLUTION:

We started with a Vision Workshop to identify what consumers would want out of their BodyMedia FIT system. We then developed hundreds of rules using IBM WebSphere Operational Decision Management (WODM) software to process the data collected by the BodyMedia FIT device. The software analyzes both current and past activity data, as well as foods logged, and compares that information with users' goals. It then provides users with personalized assessments of their progress, along with advice on how to meet his or her goals. Known as the "FIT coach" component, the program delivers valuable feedback and insights to the user and creates a more rewarding fitness experience. With the rules written in a natural language, it is very easy for BodyMedia to share them with their partners, allowing them to identify customizations that uniquely match their particular health and wellness philosophy.

Analytics + Intelligence

A feedback engine that delivers more than just data.

New functionality + New rules

The flexibility to adjust to partners' needs.

Cost efficiency + Timeliness

From concept to deployed product in 7 months.

Personal service + IBM Business Partner

We'll find the best fit for your company.

Experience + Exercise

It's how businesses get in shape.

THE SUMMA DISCIPLINES:

- BPM and Decision Management expertise
- Product Development
- Deep IBM WebSphere expertise
- Agile coaching and mentoring
- Vision Workshop and Assessment
- Knowledge Transfer

THE RESULTS:

- Ability to rapidly change and adjust feedback based on effectiveness
- Effectively support multiple partners with different philosophies
- More personalized consumer experience
- From concept to production in 7 months

THE FUTURE:

- Deeper customer insights
- Platform to launch additional programs and partnerships
- Goal tracking/adjustment
- AB testing
- Feedback analytics

"Our BodyMedia FIT Armbands have tracked calorie burn for hundreds of thousands of people trying to lose weight, but we wanted to also help consumers understand how all of this data could affect their weight loss goals. By partnering with Summa and leveraging their expertise, we were able to work out a solution so the system now provides daily advice tailored to each user's specific activities, food consumption and weight loss goals to keep them on track."

— **Christine Robins, Chief Executive Officer, BodyMedia, Inc.**