Open Y
A YMCA Digital Platform
We develop youth, inspire healthy living, and change our communities.

We have lofty goals, limited resources, and need to change public perception.
Worldwide

130 Countries
11,000 locations
58 M Participants

United States

874 Associations
2,700 locations
20 M Members
There are YMCA's in more than 130 countries, each serving the unique needs of their community.
We are not meeting these needs.

We require a national tool that will better communicate and deliver our mission digitally.

Customer interactions start, and often end, online.
Problem

874 associations are all spending money to build inconsistent and sometimes outdated digital experiences for our customers.
What is OpenY?

- A philosophy that collaboration drives innovation and impact
- A community of YMCAs and technology Partners
- An open-source platform for marketing, ecommerce and digital products
Hundreds of ready to use features

Modern & Mobile
Easy to Maintain
Localized Content
Proven Experience
Low Total Cost

Better. Faster. Cheaper
Customer Experience (CX) Platform

Omni-channel Foundation

• Puts the customer at the center of a unified digital experience

• Enables MyY, connected fitness, branch of the future, and outside the four walls

• Drives association ROI through an open and Y owned solution
What are we building?

A connected, customizable, and low cost web platform.
With governance standards, any Y or approved partner can use Open Y.
Brands using the same tech as Open Y
How are we doing it?

By bringing together digital, marketing and technology experts across the Y movement.
How are we doing it?

By assembling the best Y partners and technologies.
Benefits of Open Y

Best customer experiences proven with data.

Nationwide Y and partner collaboration.

Measurable cost reduction over time.

Consistent branding and governance.

Scalable with evolving flexibility.
64 YMCAs Today…

- Committed (29)
- Evaluating (35)
Case Study #1 – Large YMCA

Seattle YMCA

$277,000 and 6 Months

Brandywine YMCA

$80,000 and 6 weeks

Open Y Sharing

Includes cost sharing for ACTIVE Net integration

Savings = $197,000 and 4.5 months
Case Study #2 – Small YMCA

• Needed better website for customers and staff
• Selected Open Y for quality, cost and speed
• First smaller YMCA on Open Y
• Launched site within a few months
• Full control over site design and content
• Ability to add new features as interested
• ... and blazed the trail for smaller Ys and 700 more.
Digital Value Creation

Website & Digital Capabilities

Customer Expectations
Open Y, acceleration
Open Y, organic
YMCA on their own

Time
Today 2018 2019 2020
What is the cost to move to Open Y?

<table>
<thead>
<tr>
<th>Smaller YMCA</th>
<th>Mid-Size YMCA</th>
<th>Larger YMCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>• &lt; 5 locations</td>
<td>• 5 - 15 locations</td>
<td>• 15+ locations</td>
</tr>
<tr>
<td>• &lt; 100 webpages</td>
<td>• &lt; 1000 webpages</td>
<td>• 1000+ pages</td>
</tr>
<tr>
<td>• Use as is</td>
<td>• Some custom code</td>
<td>• Lots of custom code</td>
</tr>
<tr>
<td>&lt; $5,000</td>
<td>$5,000 - $50,000</td>
<td>$50,000+</td>
</tr>
</tbody>
</table>
Digital Cost Reduction

The diagram illustrates the relationship between cost and capabilities for different versions of a system. The y-axis represents cost, and the x-axis represents capabilities. The lines A and B show the cost reduction as capabilities increase from Version 1 to Version 3.

- Version 1: YMCA on Open Y
- Version 2: YMCA on their own
- Version 3: YMCA on their own

The graph demonstrates that as capabilities increase, the cost decreases, leading to significant cost reduction for the YMCA.
What are CEOs saying about Open Y

“We must stop working solo NOW. In all things technology, we have no hope of catching up, much less staying competitive, unless we do it together.”

– Paul McEntire, CEO Houston

“Open Y is not just a thing in and of itself, it is a symbol of a **new way of Y’s doing business together** for our collective impact.”

– Steve Ives, CEO Columbus

“The Voice of Customer is rapidly evolving around us. Open Y provides an opportunity for the Y Movement to **collectively respond in an innovative, relevant and transformative way**.”

– Todd Tibbits, CEO Charlotte

“Open Y is allowing our team to be on the cutting edge and to explore opportunities that we would **not have been able to on our own**.”

– Rob Johnson, CEO Kettle Moraine YMCA
The Puzzle Pieces for YMCA Participation in Open Y

**Vision**
- Clear purpose
- Serves all
- Real benefits

**Inclusion**
- Alliances
- Multiple voices
- Organic growth

**Decision**
- On Message
- No Buy-in
- Ownership

**Action**
- Solution
- Space and pace
- We versus me
“Five in 5” – 5 big goals in 5 years

Adoption
500+ YMCAs small & large

Savings
$50M in value to the movement

Cost
50% savings on website builds

Speed
50% faster time website builds

Satisfaction
50% increase in customer d-NPS
“Leading innovation is not about getting people to follow you into the future, it is about getting people to co-create it with you.”

Linda A. Hill
Harvard Business School
Great brands are relentless about their user experience (UX)
Open Y
A look Ahead
YMCA Innovation Value Chain

Customers → Core YMCA Products → New Digital Capabilities → Open Y → CRM & Data Partners

Critical Enabler
Now & future

Relevance
Now & future
Open Y will include …
Experience Evolution
Accessibility for All
Sharing Digital Assets
Digital Signage

FREE FITNESS ASSESSMENTS
Membership includes a meeting with a Personal Trainer to get benchmark measurements.

FUN FOR KIDS AND SO ENROLLMENT THROUGH OCT. 13.
Ask our team members about the details.

FACILITY STATUS:
- STUDIO A
- STUDIO B
- GYM
- OUTDOOR POOL
- LAY POOL
- SAUNA
- BASKETBALL COURT
- VOLLEYBALL COURT
- CELEBAN COURT

AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
Engagement Campaigns and Challenges
Open Y could enable ...
My Y Experience
Group Fitness On-Demand
Virtual Wellness & Membership

**My Y** – your locations, events, programs, family, access visits, etc.

**Programs** – view program areas and links to online registration

**Donate** – see the impact of your dollars, ability to give online

**Mission** – history and purpose of the Y, mission moments, join

**Mindfulness** – personal mindfulness training based on need areas

**Volunteer** – search volunteer needs and options, apply online
Virtual Reality Fitness
Voice Assistants

Siri
Ok Google
Cortana
Watson
Alexa
Bixby
Open the YMCA

Siri
Ok Google
Cortana
Watson
Alexa
Bixby
What does the YMCA do?
When is my personal trainer available?
Book me for Thursday at 6pm
R&D Percent of Revenue

- Electronics: 6%
- Consumer: 8%
- Healthcare: 10%
- Software: 15%
- Innovation

Source: Bloomberg data, Capital IQ, Booz & Company
Digital for Our Mission

For a Y Association

• Digital ROI and cost savings
• Better website experience
• Wide-open customization
• Part of something bigger

For the Y Movement

• Learning/sharing team
• Y owned experiences and technology
• Foster innovation now and future
• Quality brand representation
How can your team learn more …

• Visit OpenYMCA.org

• Join the Email Newsletter

• Contact Nathan.Maehren@ymcamn.org