



# Fit for the fight

**KPMG delivers a fitness app for the U.S. Air Force based on the Salesforce® Customer 360 Platform™**



When the U.S. Air Force returned to fitness testing after a 15-month hiatus caused by COVID-19, it needed to deploy a new tracking system for airmen. The new myFitness app—created in collaboration with KPMG and alliance partner Salesforce—was developed in only four months. It became the first enterprise-wide Salesforce implementation across the Air Force. In its first month of use, myFitness enabled more than 25,000 fitness assessments to be administered to Air Force service members worldwide.

The new app replaced an earlier fitness management system that wasn't user friendly. Airmen couldn't interact and schedule fitness exams on their own, instead relying on emails and other solutions. The older system also made it difficult to calculate correct testing due dates and accommodate exemptions.

Since physical fitness is a key component of performance and promotions, it was critical for members of the Air Reserve and Air National Guard to have easy and up-to-date access to their fitness assessments. With human experience at the center of their solutions—along with a well-deserved reputation for user friendliness—Salesforce was a fitting platform. The myFitness app is based on the Salesforce Customer 360 Platform with the user interface built on Salesforce Experience Cloud™.

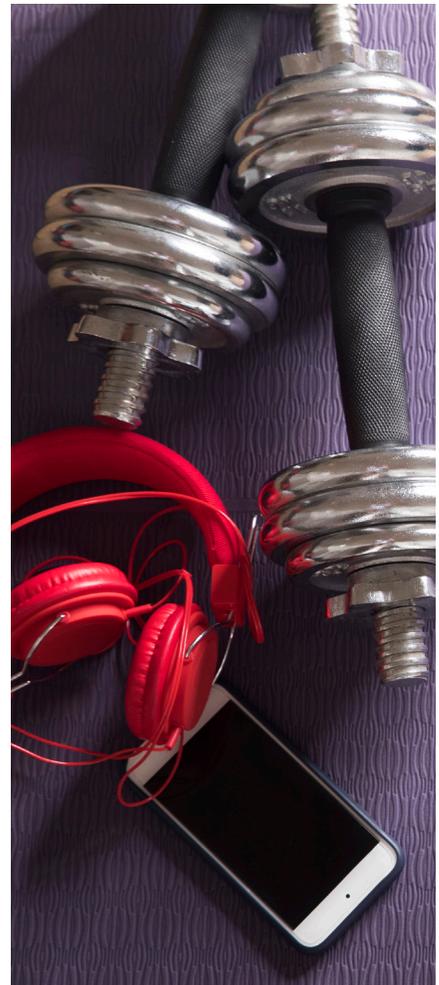


## The clock was ticking

With only four months before the new system needed to be rolled out, the Air Force asked KPMG for help. KPMG had been awarded the Air Force strategic transformation contract in June 2020 based on our strengths in technology innovation, systems implementation, human capital management, data analytics, and organizational change, as well as the alliance with Salesforce. We also were familiar with the legacy fitness tracking system through our task to transform the personnel management division.

Work began immediately with four fitness experts across the regular Air Force, the Air National Guard, and the Reserves. We participated in preproduction validation sessions at bases around the world using an agile software development process and continuously incorporated feedback into the next version.

This configuration approach, combined with the agility of the Salesforce Experience Cloud, gave the Air Force time to do preproduction field testing of the app before myFitness went live on July 1, 2021.





## Rave reviews

Application capabilities allow the airmen to manage fitness assessments, documentation, and scheduling, which includes walk-in, same-day fitness testing. Users can view past scores, individual fitness reports, and dashboards showing completed or updated fitness-assessment scores. Questionnaires and medical forms can be downloaded, and users can access a calculator to determine a composite score based on estimated fitness results. Exemptions also can be recorded so that individual elements of the fitness exam will not be computed in the composite score.

“The myFitness tool is a great upgrade,” one fitness appraiser wrote. “Not only is it easy to see your fitness data and history, but the graphs and visual aids are a welcome change from the prior charts that were difficult to view.”

The app promises future enhancements as more active duty and reservist airmen and National Guard members weigh in with their reviews.

“Outstanding partnership with KPMG and the USAF focuses on transforming an airman’s experience throughout the ‘hire to retire’ lifecycle with agile development methodologies using the Salesforce CRM Platform.”

– David Melvin, Area Vice President Department of Defense, Salesforce.com



## Success on both sides

The myFitness app is an example of next-generation government and private enterprise collaboration. Called “government-led and contractor-supported,” the process aims to teach government team leaders and developers about Salesforce while our teams support them with on-the-job training. Two years from now, when KPMG rolls off the project, the government will be able to maintain and enhance the system in-house.

Meanwhile, the Air Force gained a creative solution to a critical need in only four months when KPMG and Salesforce collaborated on a new paradigm for improving fitness among airmen worldwide.

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We have conversations every day with organizations like yours that are contemplating new ways to manage their data. Connect with one of our team to learn more.



KPMG and Salesforce collaborated on a new paradigm to improve fitness tracking for airmen worldwide.

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