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Steve Pisano – Finance Manager **Essendon FC**

The Essendon Football club is one of the biggest and most successful clubs in Australian sport. Essendon is recognised for its on-field success, its stability and its pioneering work in the community, particularly with Indigenous Australians.

The Situation

The Essendon FC identified the need to better manage corporate data with a more centralised solution moving not only data from disparate systems to a single view but also automating the many manual processes.

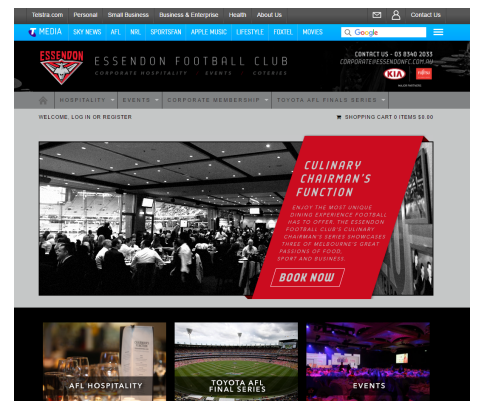
We stepped through an exhaustive discovery process to ensure the solution that was selected would provide the expected outcomes. We had a clear set of requirements and following a number of presentations JayThom was selected as the preferred partner with their SportsRM solution.

The move from spreadsheets provided challenges as did the move to a centralised view of customer and prospect details, JayThom was able to provide solid support through-out this process working with staff from individual departments. While we’re still in the early stages we see a clear direction ahead and a number of early wins ensuring staff have been able to confidently accept the new environment.

The Solution

The ability to create assets related to game-day functions, club events etc. and sell this inventory via the corporate portal has automated a number of processes with the end to end process completed without the need for manual internal processes. We’re looking forward to extending this web exposure moving forward. The areas included in this deployment included:

- **Corporate Sales** – from corporate game-day functions to club events, signage and player sponsorship the club has a large inventory for sale. SportsRM™ leverages the core CRM platform through the sales process while allocating guests to events and accepting payments with the Securepay payment gateway. The solution includes the ability to continually revise a sales order where clients look to change from one game-day function to another.
- **Corporate Web Portal** – the corporate sales process has now been extended to the web allowing corporate clients to purchase and pay for available assets and where a function is included they can update guest names and requirements. With integration to Google Analytics, you have powerful analysis and reporting along with SEO management.
- **Sponsorship** – the allocation of entitlements for sponsors can be a most complex one and SportsRM™ provides the ability to profile the sponsor and then include entitlements over multiple years. Fulfilling entitlements is managed from the clients’ allocation with the ability to provide this visibility from the portal.



Essendon FC Corporate Portal 2016





SPORTSRM™

SportsRM™ has been built on the Microsoft Dynamics CRM platform and leverages the sales, marketing and customer service functionality while utilising the powerful workflow and reporting engines for automation and analysis. The ability for users to work from their familiar MS Outlook environment while managing client interactions including sales, environment while managing client interactions including sales, activity and communication along with accessing reports for analysis of this data is providing a potent business tool for the Essendon Football Club.

- **Events Management** – the end to end process of managing an event is now fully automated from the corporate sale through to the allocation of seating with the use of Perfect Table Plan. The RSVP solution automates a number of internal processes with the ability to quickly identify a list of clients or prospective clients, deliver personalised email communications and have the client accept or decline the offer with a single click.
- **External Information Websites** – this service was provided to Essendon for the Grand Final Comedy Debate event. The ability to have a high-class information website which included: auction items, past

Women of the Year recipients, gallery of pictures and other features of the event allowed for the link to the Corporate Portal for purchase of tickets to be an easier and more appealing way for stakeholders to buy into this prestigious event.

- **Reporting** – the analysis of this information is critical and the CRM platform provides a number of options for reporting. Users can quickly export data from saved views to Excel or standard SportsRM™ reports provide analysis for more complex requirements. The introduction of Power BI content packs provides enhanced reporting with powerful dashboards delivered to users and groups.

The Benefits

The Essendon FC has a large annual event called the “Grand Final Comedy Debate” and with JayThom’s help we have been able to quickly build a vibrant new presentation for this year’s event with a web site fully linked to our SportsRM corporate portal.

The design along with the cost effective way this site was created has enabled us to not only promote the event but also provide a place where stakeholders and other interested parties can continue to view information related to the event.



Liptember - The Grand Final Comedy Debate 2016

We now see many opportunities to leverage this new portal into the future and we have full control over this environment.

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For More Information

For more information about Microsoft Dynamics call a Sales Consultant on 1300 885 279 Monday to Friday 9am to 6pm AEST.

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