



ADELAIDE FOOTBALL CLUB – Case Study

SPORTING INDUSTRY

MICROSOFT DYNAMICS CRM and SHAREPOINT

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Steven Honkoop, IT Manager, Adelaide Football Club

The Adelaide Football Club, established in late 1990 is one of the newer clubs to enter the AFL. While the club doesn't have the history of most AFL clubs they are known as a leader in the way corporate hospitality is provided and stakeholders are engaged.

The initial focus for the deployment was to provide the ability to manage corporate hospitality and sponsorship clients.

The Situation

- **Corporate Sales** – from corporate game-day functions to club events, signage and player sponsorship the club has a large inventory for sale. SportsRM™ leverages from 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.
- **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.
- **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 PerfectTablePlan.
- **Talent Management** – the solution allows the club to manage the talent activity e.g. use of images, player appearances etc. The activity and cost allocation can then be reported to the governing AFL body with data written directly to the required reporting template.
- **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 Solution

In 2013 the decision was made to implement a new CRM solution and with the move to Adelaide Oval the solution had to be in place for the 2014 season. The solution would be required to remove the current manual processes and disparate systems replacing them with a single view of all stakeholders. The solution would also need to be extendible into the future as the business evolved. Following an exhaustive selection process SportsRM™ was identified as the most comprehensive and extendible solution available.





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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, activity and communication along with accessing reports for analysis of this data is providing a potent business tool for the Adelaide Crows.

The Benefits

The ability to manage all the above business process from one system has enabled AFC to take control of internal processes and move forward in a transparent and streamlined way towards achieving higher conversion rates of members and corporate sponsors.

With these core elements now in place the AFC is looking to the future and extending the single view of stakeholder data now available. Integration with the Archtics membership solution will bring another system into the single view and further enhance the

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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