

## ADELAIDE OVAL – Case Study

VENUE MANAGEMENT INDUSTRY

MICROSOFT DYNAMICS CRM and SHAREPOINT

“Early signs have been positive, with AOSMA clients being delivered the ultimate event experience.”  
**Craig Menzies, Food & Beverage Manager, Adelaide Oval**

Adelaide Oval has hosted both cricket and football at the highest level since Colonial times and its iconic, historic and cultural presence remains today. Now, cricket and football are bringing the two sports together at a newly developed Adelaide Oval - delivering an internationally renowned, world-class venue for the 21st Century.

### The Situation

This state of the art venue required a technology infrastructure that would not only work in the current environment but extend into the future. It was also identified that in addition to the core functional elements running the many venue processes AOSMA required a comprehensive CRM (customer relationship management) solution. The ability to manage and maintain the complex relationships found in a venue environment was to be integral to the solution.

### The Solution

Following an exhaustive selection process SportsRM™ was selected as the solution to manage processes, integrate with 3rd party systems where required and provide the core CRM functionality needed to manage relationships, communications and activities. SportsRM™ has been built on the Microsoft Dynamics© CRM platform and leverages all the core CRM functional elements provided by the platform. It has however, also been extended in many ways to better manage the entire event management process involved in hosting Australia's biggest sporting and entertainment events.

From the creation of a corporate sale for a suite (approx. 130 available) or a Stadium Club membership (1,455 available), to the allocation of the suite to a client for the purchase of food and beverage (F&B), providing the client with an experience like no other has been the aim of AOSMA since the inception of the renewed venue.

With this in mind, the new solution has provided a seamless ability for clients to access information from a mobile device or a web portal. The portal designed, now allows for the management of event F&B purchases, Ticket and Car Park allocation along with TAB Card and Credit Card management.

The flow of data between SportsRM™ and the inhouse POS System is automated, ensuring client orders placed on the web portal move to the catering service prior to the event. Client purchases during the event from the corporate suites then move back to SportsRM™ with SportsRM™ automatically processing payments on completion of the event via the SecurePay payment gateway.



Microsoft Partner

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### Partner Information

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Adding to the complexity of managing corporate suites, the SACA, Adelaide Crows and Port Adelaide FC are allocated up to 100 corporate suites to be sold to their corporate clients. While the clubs sell access to the suite, F&B and ticket allocation is managed by AOSMA requiring an allocation process for these suites. SportsRM™ provides this seamless allocation whilst clients receive the highest level of customer service.

Stadium Club members also have the ability to allocate event tickets and car parks from the web portal or mobile devices. The TAB card provides the ability to purchase event day F&B that's invoiced following the event with the SecurePay payment gateway used to accept payment from the clients stored credit card.

Reporting is integral to the ability for any organisation to analyse information and make more informed decisions in growing the business. SportsRM has provided a number of reporting options from the standard reports in the solution to the ability to export data straight to Excel for further analysis.

JayThom has also been very responsive in delivering more detailed reports created in MS Reporting Services where the requirement has been identified.

## The Benefits

The complexity of not only the many processes managed by SportsRM™ but also the integration points including the inhouse POS system, Ticketek and SecurePay have brought about many challenges for AOSMA

staff also learning the ways of this state of the art venue. During these initial stages JayThom has worked closely with AOSMA staff to ensure issues are resolved as identified.

### 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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