



CARLTON FOOTBALL CLUB – Case Study

SPORTING INDUSTRY

MICROSOFT DYNAMICS CRM and SHAREPOINT

“ JayThom's supportive approach to achieving our extensive wish list of requirements, has ensured a successful implementation of individual business units within the Club. Their ongoing continual high level of support has allowed us, to feel comfortable and assured that the SportsRM™ solution is both capable and flexible to move forward with the proposed strategic plan and vision of the club.”

Jason Reddick, Chief Financial Officer, Carlton FC.

The Carlton Football Club has a proud 150 year history (formed in 1864) and is known as one of the largest and most successful sports organisations in Australia.

With this proud history the club has grown into a business with many revenue streams that include complex stakeholder relationships. From membership to supporters through to corporate clients and sponsors the football area is now just one section of the business.

The Situation

- **Stakeholder Management** – Carlton FC has a large group of stakeholders including supporters, members, corporate clients, sponsors, partners etc. which meant the solution had to manage this complex environment with the ability to target communications being critical.
- **Activity Management** – with separate systems managing stakeholder groups there has not been a single view of a client record.
- **Membership Management** - integration with Archtics will ensure members are allocated the correct information and levels of access to their entitlements.
- **Corporate Hospitality and Sponsorship** – these are two of the major revenue streams for all sports organisations so a streamlined process to first add a sale and then ensure the entitlements are allocated is required.
- **Assets/Entitlements** – the ability to manage a sales process from inception to allocation of entitlements is fundamental to the business requirements.
- **Marketing & Communications** – targeted delivery of information is integral to the business along with analysis of this communication.
- **Event Management** – from registration to the allocation of function seating a single solution will remove duplication of information.
- **Customer Service** – the business will have the ability to evolve into the management of issues with a comprehensive customer service area.

The Solution

The evolution from a sporting club to multi-million dollar organisation has required a re-think in the way general business processes are managed. With disparate systems and spreadsheets managing core functional elements the focus of a single stakeholder view was impossible to achieve.

The club went through a structured process of selecting a solution that would not only manage initial requirements but also extend into the future as the business continued to evolve. SportsRM™ was unanimously selected due to the way it has been built to not only manage the core functional elements but also its ability to provide a comprehensive CRM (customer relationship management) environment. SportsRM™ leverages the Microsoft Dynamics CRM platform to deliver the core CRM components and enables the club to manage not only organisation hierarchies but also the many other relationships.





CARLTON FOOTBALL CLUB – Case Study

SPORTING INDUSTRY

MICROSOFT DYNAMICS CRM and SHAREPOINT



Partner Information

JayThom

www.jaythom.com.au

Phone: 1300 885 279

Fax: 03 9804 5908

Email: info@jaythom.com.au

Managing the allocation of entitlements for corporate clients and sponsors is a very complex process and one that required input from multiple areas of the business. SportsRM™ streamlined this process by allocating assets, accepting payment via the SecurePay payment gateway and integrating to PerfectTablePlan for the management of event seating removing the double and triple handling that existed. This means, that events staff now have visibility of function registrations and their guests as the sales orders are added to the solution by corporate sales and sponsorship staff.

The sponsor entitlements include not only game-day and club functions but also the allocation of items including SportsRM™ manages these entitlements and then extends to manage player appearances and professional development sessions or any other entitlement the club provides as part of the sponsor agreement.

The club uses Archtics (Ticketmaster) as the membership management system so it was important that membership information could move from Archtics to SportsRM™. The movement of this data is currently provided with a daily import which continues with the of all stakeholders.

The ability to extend the solution at very little or no expense was also highlighted with the addition of a new functional element to manage the Talents allocation of activities. With input from four clubs, JayThom built a new area of SportsRM™ to manage players and coaching staff's yearly commitments to appearances, use of images, junior clinics, speaking engagements

etc. Time and cost is allocated with reporting provided for the governance of this process.

The corporate sales web portal has recently been introduced providing the ability for corporates to purchase game-day functions, club events and take advantage of sponsorship opportunities from the web portal or their mobile devices. The SportsRM™ platform ensures that purchases made from the web or mobile can be quickly identified and followed up to either commence or continue the important customer relationship aspect that enables sports clubs to survive and thrive in a very competitive market.

The SportsRM™ reports were extended by JayThom allowing the club to manage the sales orders and invoices with GL codes used to reconcile finance transactions. The club was also able to quickly create Excel Pivot Chart reports with the sales detail taken directly from SportsRM™.

The Benefits

With a number of new initiatives about to be available to the club including Ticketek integration for attendance data and the ability to allocate tickets from the web portal the club sees the future with SportsRM™ as being very bright.

For More Information

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

This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Document published May 2014

