



COLLINGWOOD FOOTBALL CLUB – Case Study

SPORTING INDUSTRY

MICROSOFT DYNAMICS CRM, AX, AX for RETAIL and SHAREPOINT

“JayThom's ability to work with the individual business units first showing the system and then configuring areas where a gap was identified helped the business move from spread sheets or disparate systems to this single platform. This along with their understanding of both the technical capabilities of the Dynamics platform and CFC's complex integration requirements has ensured a successful Implementation.”

Peter Tyler, Senior IT Manager, Collingwood Football Club

The Collingwood Football Club (CFC) is Australia's largest sporting organisation with a vision for the future that ensures the infrastructure is solid and able to support the main focus of winning AFL premierships.

The Situation

- **Stakeholder Management** – CFC 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.
- **Integration to finance and retail sales** -will remove the double entry of information from separate parts of the business and enhance the single view of a client.
- **Customer Service** – the business will have the ability to evolve into the management of issues with a comprehensive customer service area.

The Solution

A core component of this vision was the selection process for the implementation of a new CRM, Finance and Merchandise software solution. Following an exhaustive process it was decided that the Microsoft Dynamics platform would be the most suitable and extendable solution available. Once the platform was selected a partner to implement the solution was required. JayThom is a Gold Certified Microsoft partner and has experience in the sports arena with Tennis Australia among others now using their SportsRM application.

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CFC 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. SportsRM provides not only the ability to manage these complex connections but also maintain a single view of these stakeholders that might also be sourced from separate systems e.g. Ticketmaster and Ticketek, the AFL ticketing systems. An example of this is the integration with Archtics ensuring a member has the ability to purchase merchandise receiving discounts specific to their membership level.

Corporate Hospitality and Sponsorship 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 very important. SportsRM has allowed us to not only streamline the process but extend it to the allocation of people to events providing the events staff with the ability to manage the seating allocation, special requirements and preferred tables for the individual functions.

Integration with the SecurePay payment gateway captures the payment through these processes and then integration to Dynamics AX closes the loop for financials management. The integration then extends to Dynamics AX for Retail to manage the merchandise area of the club including the ability to have mobile stores on match day or family days once again maintaining this single view of the clubs stakeholders. This removes the double and triple handling that can be seen with multiple systems not talking with each other.

Integration to other external systems where data needs to move seamlessly between our merchandise web site and other web portals including the CFC Foundation can now be managed from this single view of our stakeholders.

While the functionality of any business solution is critical so too is the ease of use and Microsoft Dynamics working from the user's familiar MS Outlook environment ticks this box. Managing daily activity from this familiar application and using MS Word and MS Excel for communications and analysis not only provides for a faster learning curve but also a stronger take-up of the solution. Add to this the integration to SharePoint providing enhanced document management with these documents viewable from the individual SportsRM records.

The Benefits

With 12 months now behind us we can start making some of the historical data work for the new season by quickly identifying segments of the database e.g. organisations that purchased corporate packages and suites from last season.

With a number of areas still available including access via mobile devices we see this solution being fundamental to the club's continued growth.

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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