



Transform your sports organisation for a digital future



Today's digital world brings a new set of challenges – and opportunities.

So how can you ensure your sports organisation continues to thrive?

Drive revenue and membership – from the ground up

From grassroots sports associations to Tier 1 clubs, they all share the need to optimise revenues, stakeholder management and operational efficiency. No longer is it enough to rely on legacy systems and error-prone manual processes. An integrated platform can make the whole process easier, more efficient and rewarding – for everyone.

Modernise with JayThom's SportsRM™ and Neto

SportsRM™ provides sporting clubs and associations with a consolidated view of stakeholders and how they interact with the club – all from one easy-to-use platform. Integrating with Neto also unlocks the potential of e-commerce and mobile point of sale revenues for your club.



The tools you need to thrive in a digital world

SportsRM™ is a centralised and streamlined solution, built on Microsoft Dynamics™365 and integrated with Neto, a leading e-commerce and point of sale solution, designed to help your sporting organisation maximise operating efficiencies and revenues.



1. Take the holistic view

Gain an integrated view of stakeholders and their touchpoints across your club to proactively manage relationships: Members, Players, Families, Corporates, Sponsors and Businesses. Understanding who is doing what and when can help you build customer loyalty, target marketing more effectively across your database, and drive new revenues.

2. Make it easier for stakeholders to engage with you

Your sports organisation needs to be both discoverable and accessible. Online access and mobile point of sale creates new ways for you to engage with stakeholders, attract new members and increase revenue opportunities through merchandise sales, donations and/or sponsorship requests.

3. Integrate and automate for maximum impact

Reduce the administrative load by integrating back-end systems and automating time-consuming, error-prone manual processes. This centralised solution allows you to streamline operations and harness the power of automated reports, analysis, communications, ticketing and sales outputs – helping to deepen engagement with your key stakeholders.

“By recently establishing an online shop via Neto & consolidating our marketing contacts & opportunities via SportsRM™ automated system, we have already seen incredible growth in our merchandise sales and continue to improve our revenue streams. We are also utilising more & more marketing & innovation opportunities open to us now that our club data is digitised. We would highly recommend the Neto & SportsRM™ systems to other sporting organisations.”

Werribee Football Club
Mark Penaluna, CEO

Unlock the gateway of opportunity for your sports organisation with JayThom

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Dynamics 365



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