**SportsRM Deployment Information**

|  |  |
| --- | --- |
| Primary Persona: | Stakeholder Managers, Corporate Sales, Memberships, Sports Participation, Facility Bookings, Events and Sponsorship Staff |
| Configuration Settings | Client: MS Outlook, Web Client (Browsers: Chrome, Edge)  |
| Problem / Opportunity Statement: | The sporting world provides a complex environment where staff, administrators and board members are expected to manage relationships from a diverse range of stakeholders. Add to this the requirement to manage this information in a global environment and you can see that a solution targeted to this environment is required.SportsRM™ has been built on the Microsoft Dynamics 365 platform allowing sports organisations and venues to consolidate information from all stakeholders and improve customer service while managing corporate hospitality, memberships, facility bookings, sponsorship, events, participant registrations, ticketing and many other internal business processes. Accessing SportsRM™ through the familiar MS Outlook application or Internet Explorer increases productivity and ensures quicker user acceptance from all your employees. |
| Pain Points: | Sports Organisations have multiple business units that in many cases work in silos with no visibility of stakeholder interactions, participation, members, partner entitlements, pipeline and finance reporting, events along with functions and registrations etc. This separation provides the requirement for manual processes to manage the data from disparate systems and causes overselling into important functions, mishandling of partners entitlements, no visibility of family hierarchies etc.  |
| User Goals: | SportsRM provides a single view of all stakeholders with users working from a single data source where sports processes are managed end to end. The goal for users is to add Accounts, Contacts, Club Profiles, Members, Facility Hirers, Participants, Office Holders, Events, Functions and Function Times to see the start of this integrated solution. Activities, Notes and Attachments can then be added to the relationships to ensure visibility is Organisation wide. Once this stakeholder process is understood we will be in a position to provide additional functionality that automates processes e.g. targeted communications, corporate hospitality and client entitlements related to asset management.  |
| Business Goals: | The business goals relate to shared information that’s managed from the users familiar Outlook application, the web client or mobile device. The aim is to have the technology enable organisation processes rather than the technology restricting data input. Intuitive forms have been designed to ensure simple navigation when using SportsRM and the capture of the required data can be maintained by all users.  |
| Narrative Description (e.g., plans, evaluation, actions, objects, context, events): | This SportsRM deployment includes the following components with sample data. * Accounts – company details with pre-configured fields and forms for membership and corporate have been deployed.
* Contacts – contact details with pre-configured fields and forms for membership and corporate have been deployed.
* Club Profiles – these records provide details related to a player, past player, official etc. Please note the deployment relates to Australian Rules Football and this section will be changed to fit with the individual sports.
* Events – game-day events, functions and function times have been pre-configured and deployed.
* Registrations & Guests – function registrations and guests have been deployed and where the table plan has been added you can manage function table plans.

The solution can then be extended to include additional functional elements e.g. * Corporate Hospitality Dialogs
* Membership Management
* Facility Bookings
* Participant Registrations
* Assets and Entitlements Management
* Sponsorship Fulfilment Dialogs
* RSVP Offer Automation
* Corporate Portal Integration
* Food & Beverage Management
* e-ticketing

These items can be added to your deployment by request.  |