Major sports franchise achieves greater visibility and better decision-making with connected operations

Industry: Sports Franchising & Retail

Delivered by: DXC Technology
Major sports franchise achieves greater visibility and better decision-making with connected operations

Challenge

The customer – a major sports franchise managing 32 retail stores in addition to their team, stadium, and diversified businesses operations – had implemented Microsoft Dynamics AX 4.0 and its RMS functionality more than a decade ago. However, the implementation project did not go as planned with many of their legacy systems remaining disconnected. As a result the organization never leveraged the solution to its full potential causing them to miss out on business opportunities.

One of the biggest challenges for such a large organization was to run their rapidly growing operations efficiently; this proved difficult under the existing technology framework. Running more than 10 separate, non-integrated systems with islands of data negatively impacted visibility and productivity. Burdened by the increasing cost of maintenance and ongoing underperformance of the solution, the organization recognized the need for a more sophisticated, integrated system that would satisfy the changing requirements of the organization as well as its growing fan and customer base.

In essence, the franchise needed a solution that would connect their entire enterprise – from the back-office, team and non-team ventures to stadium operations, retail and merchandising – to improve efficiencies and drive revenue.

A driving force behind the need to upgrade to a better solution was their retail and merchandising business, which had experienced rapid growth. Aside from distributing team apparel and merchandise at their retail stores, the organization also runs a dedicated distribution center and manages all offshore manufacturing. In addition to its own team operations, the franchise offers a turnkey system which handles merchandising and e-commerce for other organizations. To connect all of these components, the organization needed deeper functionality to handle their growing operations.

Solution

Having undergone a lengthy and exhaustive evaluation process by the customer, DXC was chosen from nine contenders to implement the solution and manage the project. DXC was selected primarily for its expertise in Microsoft Dynamics and strong service offerings around process improvement, system implementation, and compliance management combined with their deep industry knowledge of retail and merchandising.

As a strategic partner, DXC approached the project methodically and holistically taking into account the needs of the entire enterprise – not just their retail operations.

To satisfy the organization’s complex needs, DXC conducted an extensive analysis...
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Built on the Microsoft platform, DXC also delivers vertical solutions to deliver deep, industry-specific ERP and CRM functionality.

To find out more, please contact DXC today.

About DXC Technology

DXC Technology (NYSE: DXC) is the world’s leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology serves nearly 6,000 private and public sector clients across 70 countries. The company’s technology independence, global talent and extensive partner network combine to deliver powerful next-generation IT services and solutions. DXC Technology is recognized among the best corporate citizens globally. For more information, visit www.dxc.technology.

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Success Story

of their business requirements including a detailed assessment of all processes. Based on those needs, DXC proposed a complete roadmap for redefining their business processes and implementing an end-to-end solution which included Microsoft Dynamics AX 2012 and its comprehensive functionality – from financials, supply chain management, distribution, retail, and mobility to security, development and enterprise architecture. More specifically, the solution features deep retail functionality including mobile POS, full e-commerce, merchandise planning, allocation and replenishment, warehouse management and logistics.

Following a proven implementation methodology, DXC was able to migrate data to Microsoft Dynamics AX 2012 while the old system remained live – minimizing interruptions and downtime. The process included data upgrade scripts and standard reports ensuring data validation and allowing for financial consolidation between the old and new system.

Benefits

As a result of the implementation, the organization will replace the majority of its legacy system and eliminate hundreds of customizations that are no longer necessary. By leveraging Microsoft Dynamics AX to its full potential, the franchise is able to reduce inefficiencies due to incomplete or duplicate data and gain full visibility into its entire operations.

The new solution will help them redefine business processes and facilitate learning and training of Microsoft Dynamics AX, all while ensuring ISO compliance. With a comprehensive, end-to-end retail and business management solution in place, the organization is now equipped to stay ahead of the curve by finding new and innovative ways to reach fans and promote the franchise through multiple channels. For example, the franchise recently launched a new retail line of business to be leveraged during training camp – bringing their merchandise to an even wider customer base – all supported by the new solution. Having the right business intelligence combined with sophisticated data analysis tools and dashboard provides the ability to identify new business opportunities and sustain their growth.

Overall, the organization is now in a position to operate more efficiently, increase sales and make faster, better decisions – laying the groundwork for future success.