

Providing premier support to sports, leisure and entertainment venues

Any organisation that runs a major venue – whether it is sports, leisure or entertainment – needs easy access to comprehensive and accurate business intelligence. Indeed, finance departments rely on the provision of timely information to help run organisations efficiently, competitively and, ultimately, profitably.

A tried and tested solution

Microsoft Dynamics GP is the business management application of choice for many sports, leisure and entertainment venues, including a number of FA Premier League football stadia.

The backbone of any venue, Dynamics GP sharply reduces the time and effort needed for key accounting tasks by providing the tools to perform rich analysis of integrated, updated information and smoothly connecting the finance function with operations across the entire business.

Moreover, it enables financial management to be tailored to specific business needs. Unlimited budget tracking, flexible period or month-end closing processes and definable multi-currency management – amongst a whole host of other features – enable users to embrace all financial activities moving through the business. From general ledger and inter-company postings; purchasing, project and expense management; through to electronic banking, Dynamics GP delivers on every aspect of financial control.

Dynamics GP allows departments to drill down on invoices or purchase orders, evaluate commercial revenues and match day profits, or process multi-currency transactions. In addition, a broad range of reporting and business intelligence tools provide

deep visibility into accurate, current information critical to effective decision making – ranging from at-a-glance views for key performance indicators to in-depth cross-organisational analysis.

Experience matters

Choosing Dynamics GP from a provider with a proven track record in working with venue management organisations is more likely to lead to a long-standing partnership. JMC's client list includes Manchester United FC, the FA Premier League, Croke Park Stadium, Blackburn Rovers FC, The Gaelic Athletic Association, Liverpool FC, Everton FC and Aston Villa FC. In fact, JMC delivers more financial management applications to Premier League clubs than any other organisation.

By working with a reputable provider from the outset you can be confident that the deployment will be completed with minimal disruption and that, moving forward, you will benefit from the expert support you need to maximise a continued return on investment.

The following case studies examine how three of JMC's clients have benefited from working with JMC to implement, upgrade and support Dynamics GP.



Croke Park Stadium/Páirc an Chrócaigh Teo: Profiting from a rigorous selection process

Ground: Croke Park Stadium

Home to: The Gaelic Games/Gaelic Athletic Association (GAA)

Established: 1914

Capacity: 82,300

Dublin's Croke Park is the fourth biggest stadium in Europe and proud to be recognised as the home of The Gaelic Athletic Association (GAA). The stadium had long used Sage software but following an audit as part of its 'best of breed IT solutions' strategy, selected Microsoft Dynamics GP as offering more flexibility.

Having found the right product, a rigorous selection process ensued – led by Price Waterhouse Coopers – to find a partner that could take Croke Park forward. Following a three-way pitch, JMC was selected primarily because of the team's unrivalled experience within the sector, but also in view of their demonstrable professionalism.

The application went live in 2007 and the Dynamics GP users across Croke Park and The GAA report a much improved overall day-to-day experience and are especially impressed by "Dynamics GP's great automation features and FRX reporting tools". Furthermore, the ability to capture the detailed level of event specific analysis required without the need to develop bespoke software was a particular benefit.

“There's lots of additional value to be gained from Dynamics GP. JMC has helped us to identify the most relevant enhancements, which have resulted in significant financial savings for the stadium.”

Allen Duffy, Finance Director, Croke Park Stadium.





Aston Villa Football Club: A tactical contract transfer

Ground: Villa Park

Home to: Aston Villa Football Club

Established: 1874

Capacity: 42,783

Villa Park was an established user of Dynamics GP when the finance team first approached JMC. Though the venue was satisfied that the right software was in place, there were concerns that the system was not being driven forward and the club was not utilising many of the features and functionality available.

With a focus on developing the system to maximise its capacity as a powerful business reporting tool, the Financial Systems and Project Manager spent a lot of time researching potential partners. JMC was frequently recommended as a supplier that could offer real value by finance representatives working within a variety of high capacity venues ranging from football clubs through to horseracing tracks and rugby grounds.

Villa Park has relied on JMC's support since 2008 and from the initial contract transfer to the ongoing support the team has exceeded all expectations. The transition was carefully project managed and JMC has helped Aston Villa to adopt areas of the software that were previously unused. One such resource was the Requisition Management tool, which allowed Villa Park to increase control and visibility over its complete purchasing process.

“I wanted a partner that could deliver significant business benefits to our club. Following the move to JMC I have been delighted with the value received from our relationship and would happily recommend them to anyone else looking for quality Dynamics support.”

Shona Kay, Financial Systems and Project Manager, Aston Villa FC.





Blackburn Rovers Football Club: Reaping the rewards of regular upgrades

Ground: Ewood Park
Home to: Blackburn Rovers Football Club
Established: 1875
Capacity: 31,154

Ewood Park was one of the first venues to benefit from JMC's knowledge of the Dynamics GP application. Based on word-of-mouth recommendation, the club selected JMC to install and support the software and has invested in a number of upgrades since the system first went 'live' in 2001.

One of the clearest indications of the value that the product, coupled with JMC's support, provides to Blackburn Rovers FC is the finance department's headcount. With its previous accounting application increasing volumes of financial data, staff numbers steadily increased. However, since working with JMC the volume of financial data has continued to rise but staff numbers have remained unchanged. The improved efficiencies achieved through the subsequent upgrades clearly demonstrate how continued investment in the application – teamed with the necessary support to maximise any additional functionality – can deliver a substantial return on investment.

Beyond JMC's technical involvement in each of the upgrades, Blackburn Rovers FC relies on JMC as a valued source of ongoing strategic IT advice and consultancy. The club's finance team has established an exceptionally strong rapport with the assigned account managers and indeed JMC's entire Dynamics GP support network – not least because many of JMC's personnel have worked with Blackburn Rovers FC since the start. With the average staff member giving over 10 years loyal service, JMC's remarkable employee retention rate is an important factor in maintaining such a solid relationship with Blackburn Rovers FC, as well as its wider client base.

“ JMC was recommended to Blackburn Rovers and after 10 years working together we pass on that recommendation without hesitation. ”

Barbara Hoyle, Financial Controller, Blackburn Rovers FC.

Partnering with JMC means:

- An unrivalled knowledge of Dynamics GP's application within the sports, leisure and entertainment marketplace.
- Access to award-winning consultancy, development and support teams.
- Comprehensive Dynamics GP service without reliance on third parties.
- Unlimited access to all the support you need for a fixed fee.

Tel: 0161 925 7777

www.jmc.it