



# NETSUITE AND PROFESSIONAL SPORTS FRANCHISES

NetSuite Delivers a Game-Changing Cloud Solution for Teams to Transform Financial and Operational Performance

Professional sports franchises invest heavily to field a winning team, but performance in the back-office rarely matches the caliber of play on the court, field or rink. Outdated and inflexible on-premise ERP systems can penalize sports franchises with costly delays, inefficient manual work and poor visibility into financials and customers.

NetSuite delivers a game-changing solution for professional sports franchises in the NBA, NFL, MLB, NHL and Major League Soccer leagues in the U.S, as well as soccer, rugby and other sports franchises around the world.

## Key Benefits

- Integrate with third-party ticketing systems.
- Automate complex revenue recognition.
- Improve visibility with reporting and analytics.
- Gain a 360-degree customer view.
- Power physical and ecommerce transactions.
- Manage affiliates and subsidiaries with a single solution.
- Efficiently manage property, equipment and other assets.

“NetSuite’s applications have changed the game on how we manage our season ticket holders and group tickets, as well as our sponsorship sales. We are able to view real-time dashboards that provide invaluable information and trends on what games, plans and assets impel our patrons. NetSuite’s top-tier service and scalability allow us to make changes that positively impact our performance, products and keep our business moving forward.” [Oakland Athletics](#)

NetSuite’s cloud-based platform for financials/ERP empowers franchises to efficiently manage diverse revenue streams, gain real-time visibility into financials and comply with league reporting requirements.

In addition, NetSuite CRM gives franchises a winning edge with a 360-degree customer view to support targeted marketing, while built-in omnichannel commerce capabilities can streamline physical point-of-sale transactions at a sporting venue, as well as ecommerce sales of tickets and merchandise.

### **Integrate with Third-Party Ticketing Systems**

Franchises in many major sports work with Ticketmaster and other third-party ticketing providers for online sales of game day and season-long tickets. Difficulties in integration and interoperability between these external systems and on-premise ERP, such as Microsoft Dynamics GP (Great Plains), results in a major headache for financial reconciliation that drives up administrative costs and obscures insights into financials.

In the NBA and other sports, it’s not uncommon for franchise accounting personnel to spend many hours after each game manually piecing together data from online Ticketmaster sales into the ERP system of record. In addition, accounting personnel spend inordinate time reconciling revenue from walk-up ticket sales and generating reports to meet statutory reporting requirements of the governing sports league.

Readily integrated with Ticketmaster, NetSuite’s cloud platform enables sports franchises to automate post-game financial management and eliminate hours of time-consuming, error-prone work. NetSuite is the solution of choice for sport franchises, including an NBA championship team, who are replacing a Microsoft Dynamics GP ERP application with NetSuite for greater financial efficiency and visibility while strengthening compliance with NBA reporting requirements.

## Streamline Recognition of Diverse Revenue Streams

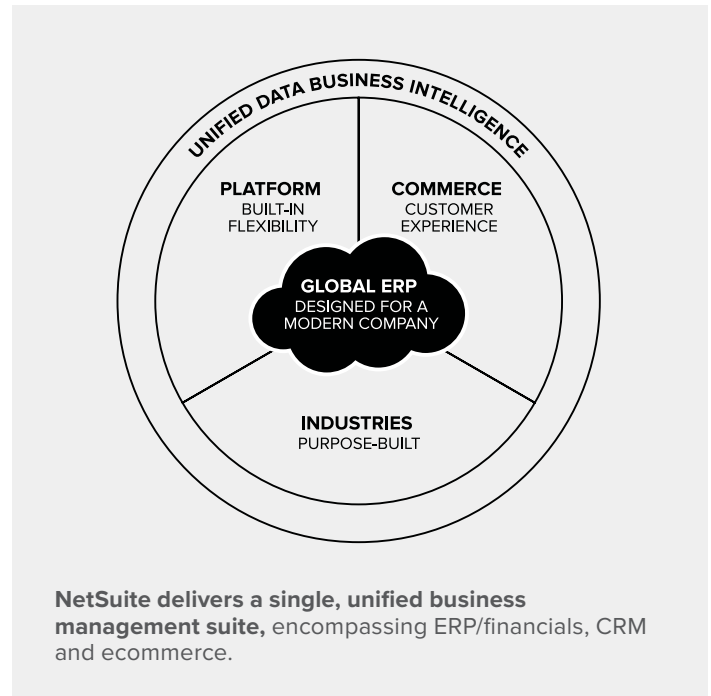
Revenue recognition is another pain point for many sports franchises. To accurately account for revenue, franchises need to treat season-long tickets as deferred revenue, which typically involves financial management in Excel and manual data entry into an ERP system. In addition, the franchise needs to account for walk-up ticket sales and revenue from merchandise sales, concessions and various licensing arrangements.

NetSuite’s sophisticated revenue recognition capabilities streamline recognition of diverse revenue in a single, unified system that eliminates manual work and improves speed and accuracy. The same as organizations in other industries, sports franchises can automate critical revenue processes and gain real-time insights into financials to support reporting and forecasting.

## Improve Flexibility and Insights with a Modern Cloud Solution

Rigid on-premise ERP systems are difficult and costly to customize, forcing sports franchises to play by the rules of the ERP provider. As a result, franchises remain locked in an outdated, inflexible system that deters innovation. Many teams continue to make do with aging legacy systems because updating to a new version would break any customizations in place.

In contrast, NetSuite customers can readily customize the cloud platform to their unique business requirements without the need for a costly IT-led development effort. Ad hoc reporting and analytics on real-time data



equip business users to report on sales, costs, customers and more by any number of attributes, generating insights to respond to business challenges and take advantage of opportunities.

## Grow Fan Relationships with a 360-Degree View

Usually running their own standalone ERP and CRM systems, and utilizing customer data captured at the league level, many sports franchises lack a holistic 360-degree view of customer interactions. Fragmentation across ERP and CRM systems makes it difficult to understand cross-channel customer activity and run effective targeted marketing campaigns to deepen fan engagement and drive ticket sales.

NetSuite CRM is linked natively with ERP, giving franchises such as the Oakland A’s in Major League Baseball a comprehensive, real-

time view of customer activity, and provides robust marketing automation capabilities to turn customer insights into personalized outreach. In addition, NetSuite delivers prebuilt integration with third-party CRM solutions, such as Salesforce.com, and integrates with third-party marketing automation platforms such as Marketo, HubSpot and Eloqua.

### **Efficiently Run POS and Ecommerce Business**

NetSuite's retail point-of-sale (POS) and SuiteCommerce platform offer proven solutions to manage both physical and ecommerce business, from food and beverage concessions to the sale of hats, jerseys, mugs and other merchandise. Natively integrated with NetSuite Financials and Inventory Management, NetSuite commerce solutions give sports franchises a unified system to efficiently manage and grow sales across multiple channels.

### **Manage Multiple Business Units with a Single Solution**

NetSuite OneWorld enables sports franchises to seamlessly manage corporate and subsidiary operations (such as minor league affiliates in baseball, association development leagues in basketball or reserve teams in soccer) in a standardized ERP environment that extends to every corner of the franchise.

NetSuite OneWorld gives sports franchises a clear view into every level of business performance through comprehensive financial and operational role-based dashboards and real-time reports.

### **Manage Property, Equipment and Other Fixed Assets**

Managing fixed assets is not an easy game to play—complex variables, schedules and reporting make it difficult to efficiently manage property, equipment and other fixed assets. NetSuite Fixed Asset Management provides an easy-to-manage, single version of the truth for your fixed assets. It enables you to maintain and control the complete lifecycle across depreciating or non-depreciating assets from creation to depreciation, revaluation and disposal. Tight accounting integration ensures that your fixed asset information is always presented accurately on financial statements.

### **Take the Next Step**

Learn more about how NetSuite can modernize your sports franchise. Visit [www.netsuite.com](http://www.netsuite.com) or reach us at [info@netsuite.com](mailto:info@netsuite.com).

#### **About Oracle NetSuite Global Business Unit**

Oracle NetSuite Global Business Unit, a wholly-owned subsidiary of Oracle, pioneered the Cloud Computing revolution in 1998, establishing the world's first company dedicated to delivering business applications over the Internet. Today, Oracle NetSuite Global Business Unit provides a suite of cloud-based financials/Enterprise Resource Planning (ERP) and omnichannel commerce software that runs the business of companies in more than 100 countries.