



► Professional Planner in the service sector
Effortless business planning and reporting



” *SportsPlanner enables us to identify undesirable developments more quickly, develop financial enhancements and work out sound solutions together with the clubs.*

Christian Müller, CEO, German Football League

SportsPlanner, a software solution based upon Professional Planner, was specially developed for professional sports.

”

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SPORTSPANNER @ GERMAN FOOTBALL LEAGUE (DEUTSCHE FUSSBALL LIGA)

Sector/Industry

Service/Football sport

Effortless business planning and reporting

Before, each individual club had to transfer data to the league via Excel, fax and postal services. With SportsPlanner, a superior platform for data exchange, standardized Excel documents are sent via email and imported automatically into the central German Football League database.

The League saves a huge amount of time by deploying SportsPlanner. Superior automation and separate, customized reports for management and licensing departments provide maximum efficiency and enable the League to offer immediate support and information to its member clubs.

” *SportsPlanner enhances our ability to analyze the financial data of our clubs. This allows us to identify developing problems in a timely manner and take appropriate counter-measures. We also realize the potential for financial improvements.*”

Christian Müller, CEO, German Football League

SportsPlanner Main Focus

- Highly automated reporting from the clubs to the German Football League
- Monitoring of all clubs
- Integrated planning for each club
- Plan/actual comparisons, analyses and evaluation at the push of a button
- Detailed analyses, P&L and liquidity

Professional Planner @ German Football League

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C25

Back-office system

MS Excel

Implementation

The German Football League implemented SportsPlanner in collaboration with TUM-Tech GmbH, a sports management consultant that introduces SportsPlanner at sports clubs and unions. SportsPlanner, a software platform developed to meet the needs of professional sports, was further adapted to meet the specific needs of the League, resulting in a simple, efficient and convenient solution.

” *The development of our personalized SportsPlanner version was a significant joint effort between the League, WINTERHELLER software and TUM Tech GmbH, and we are more than pleased with the result.*
Christian Müller, CEO, German Football League

Benefits

To the top of the ranking with automated data exchange

Club data are entered automatically, and workflow is fully traceable.

- Plan/actual comparisons and analyses within the league at the push of a button
- High degree of time savings and data reliability
- Verification of Excel formulas and links eliminated
- Special reports to retrieve club or league data
- Highest efficiency for creating individual reports for management and licensing departments
- German Football League-specific reporting for clubs

The German Football League (Deutsche Fußball Liga) - Company information

Since the beginning of the 2001/2002 Season, the German Football League has managed operations for the league association, which currently includes 36 independent clubs and capital companies of the German Bundesliga 1 and Bundesliga 2. The league association is one of the 27 members of the German Football Association (Deutscher Fußball Bund).

The operation handles the marketing of media rights for Bundesliga matches, the distribution of respective profits, licensing procedures to regulate participation in the Bundesliga, organization of matches and fixing of dates, player squad etc. www.bundesliga.de

The sports management consultancy TUM-Tech GmbH was in charge of the SportsPlanner project.

For more information:

www.sportsplanner.de and www.tum-tech.de.

www.professionalplanner.com

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