

Customer Case Study

Liverpool Football Club

Liverpool FC are one of the most successful football clubs in the history in European football, with 18 league titles, 7 FA Cups, 7 League Cups, 3 UEFA Cups and 5 European Cups.

“RouteOne has unlocked a wealth of information from our ticketing system. We’ve significantly improved our reporting flexibility and capabilities.”

Ken Webster, I.T. Manager



Industry	Sport
Employees	370
Turnover	£160m
Solution	RouteOne
Enterprise Software	Iris TALENT Sport

Liverpool FC are a world recognised Football brand and Forbes ranked fourth most valuable football team in the world. With a growing supporter base and increasing revenue, LFC needed to improve visibility for financial information and ticket sales.

The Goal

The inception of a new ticketing system introduced more sales options including an online ticket office, corporate sales and loyalty schemes. The new system proved an immediate success but creating meaningful statistics from the financial data, visualising sales by segment and presenting the data to the right person in a format of choice proved difficult.

RouteOne provides automated information delivery to key personnel when we need it, to the right person in a format of their choice! Through the implementation of RouteOne, we’ve reduced I.T. resource and increased visibility. RouteOne is an integral part of our success.

Extra Time

In addition to visibility issues, Liverpool FC also experience lengthy lead-times to produce and expedite reports. “We have all this data and various personnel in different departments wanted reports in a number of formats, from paper based to fully macro enabled spread sheets.” Explained Ken Webster, I.T. Manager.

Ken continued, “RouteOne provides an automated delivery

path that simply but effectively provides exactly the report we’re looking for but reduced the time for deliver by more than 40%”

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Premier Reports

In addition to Liverpool FC being able to create and deliver all business documents electronically, RouteOne also enabled the electronic design of business documents, "The ability to pick up, split and use information from the spool file is invaluable," explained Ken. Liverpool FC use this functionality extensively, enabling all manner of fully formatted documents to be produced.

The added benefit with this was a reduction in administration and postage costs. Ken continued, "We deliver most copy via the RouteOne email client now, we save significant amounts of cash through reducing the need for postage and with process automated, we also free administration resource.

A Great Result

Through the simple introduction of RouteOne, Liverpool FC have implemented cost savings, improved delivery while adding security. "It's not often that you find a solution that can add so much value to your company," said Ken. "RouteOne proved itself to be an asset within it's first month of operation and without it, business would be difficult to say the least."

Since implementing RouteOne in 2005, Liverpool FC have generated tens of thousands of reports saving equal amounts of cash through eliminating postage and use of pre-printed stationary.

KEY BENEFITS

Visibility

- Improved reporting brought much better visibility of ticket sales and key financial information.
- Reports on-demand or scheduled to view results immediately.
- Tailored reports sent direct to Excel, Word and/or through email.

Costs

- Reduction of need for pre-printed stationary through the use of mailmerge with eForms.
- No need to print, split and post spool files. Fully formatted reports sent direct via email.
- Freed up hours of manual administration time.

Time

- Flexible reporting produced immediately saving hours of weekly administration.
- Weekly turnaround of reports reduced to same day due to electronic transfer.

About Utilities 400

Utilities 400 are an industry leader in developing robust Power i solutions that specialise in providing data on demand. Their innovative products seamlessly integrate into existing business processes so that key business information can be delivered quickly, reliably and efficiently into multiple applications across multiple platforms as and when required.

Their solutions provide:

- Automated data transfer to and from iSeries and all major PC formats.
- Real-time, web-based business intelligence.
- Transaction processing via browser.
- Automated reporting.
- Focused marketing via email, SMS and Web.
- Creation of electronic forms.
- Workflow automation and Document Management.

Further information

For further information on this, or any other Utilities 400 case studies, please contact the Sales Department on 01204 388883, email info@uti400.com or visit our website at www.utilities400.com. For Public Relations, please contact Andrew Nicholson on 01204 388883 or email anicholson@uti400.com