



BUSINESS PROFILE

- BRØNDBY IF IS ONE OF THE LARGEST SOCCER CLUBS IN DENMARK.
- BRØNDBY STADIUM SEATS 29,000 SPECTATORS.
- IN 1987, BRØNDBY IF WAS THE SECOND SOCCER CLUB IN THE WORLD TO BE LISTED ON THE COPENHAGEN STOCK EXCHANGE.

BUSINESS/IT CHALLENGE

THE INSTALLS OPERATED AT THE STADIUM WERE MANAGED MANUALLY USING "CIGAR BOXES" AND PAPER ACCOUNTS. THERE WAS NO STOCK CONTROL SYSTEM. AT THE SAME TIME THE MERCHANDISE SHOP, SHOPPEN, AT BRØNDBY STADIUM HAD NO STOCK CONTROL SYSTEM. IN TIME, AMBITIONS INCREASED TO HAVING A COMBINED PAYMENT AND COMMERCE SYSTEM TO MANAGE SHOPPEN, THE STANDS, THE SPONSOR LOUNGE AND ALSO THE CAFÉ THAT WAS TO BE BUILT.

SOLUTION

- MICROSOFT DYNAMICS NAV
- LS RETAIL

BENEFITS

- ONE INTEGRATED SYSTEM COVERING ALL POS WITHIN THE STADIUM
- POWERFUL STATISTICAL TOOLS
- IMPROVED CUSTOMER SERVICE

BRØNDBY IF PASSES TECTURA THE BALL FOR A NEW PAYMENT AND STOCK SYSTEM

Brøndby IF, one of the largest soccer clubs in Denmark, was founded in 1964, and a year later, the first primitive stadium was ready for use. Since then, Brøndby Stadium has been constructed in eight stages, and the ninth stage in 2006 includes a new leisure centre covering 8,200 square meters. The stadium seats 29,000 spectators, 23,400 of them under cover. In 1987, Brøndby IF was the second soccer club in the world to be listed on the Copenhagen Stock Exchange.

THE CHALLENGE

When the referee blows the halftime whistle at Brøndby Stadium, a new match starts at the refreshment stands where as many as 30,000 spectators all battle to purchase beverages and hotdogs at once. As a result, there were an incredible number of lightning fast transactions with thousands of kroner in cash ending up in an unsecure and confusing "cigar box" system with books kept on ruled A4 pads. On top of that, this refreshment stand work is managed by volunteer Brøndby fans.

Thus when the stadium shop, Shoppen, which sells Brøndby merchandise, needed an improved stock control system it was only natural to widen ambitions somewhat and look for a payment system which allowed the feted soccer club to take control of payments and stocks in the whole stadium.

"We sat down for a brainstorming session to determine where we wanted to be in five or ten years," explains Anders Bjerregaard, Project Manager, Brøndby IF. We quickly decided we wanted cash register terminals everywhere. We wanted to find a system that would allow us to take advantage of all available options. The system would need to be capable of dealing with everything, no matter how crazy the ideas we might come up with."

THE SOLUTION

Brøndby IF had recently purchased a finance system to manage members and sponsors (CRM). However, the company nevertheless decided to go for a point of sale solution from Tectura based on Microsoft Dynamics® NAV and LS Retail.

"The fact is that Tectura had a system that could simply do everything, and then some. So we chose that," says Anders Bjerregaard.

Tectura has developed an interface to Brøndby IF's finance system, and, using Microsoft Dynamics NAV as the hub, has connected touch screens with LS Retail in Shoppen with

“The fact is that Tectura had a system that could simply do everything, and then some. So we chose that.”

Anders Jerregaard
Project Manager
Brøndby IF

Dankort terminals, which can also be used for Brøndby’s own card. The terminals can be used with magnetic stripe and smart cards – and can even be fitted with barcode readers.

“The sponsors have a barcode on their cards, and in the course of the summer we will be issuing new cards with magnetic strips to all our members. The idea is that within the coming year they will be able to upload cash to their cards and use membership and sponsor cards throughout the stadium,” Anders Bjerregaard explains.

THE BENEFITS

Anders Bjerregaard is especially enthusiastic about the touch screens at cash registers, as they can be easily configured to the exact product groups sold at each location.

“We can have them exactly the way we want them. Although we are planning to combine the present beverage and hotdog stands into larger refreshment stands, we will still have just a small range of products, so we can assign a separate

button to each product. Things must be as simple as possible, and I think we will succeed in this,” says the Brøndby IF Project Manager, who believes that the volunteers can learn to use the cash register terminals in a mere twenty minutes.

“It will considerably speed up service and improve working conditions for the volunteers manning the stands,” he says.

“Then, we have a fantastic statistical tool to see what is being sold, and where, and when. We are greatly looking forward to this.” Although the rows of seats at Brøndby Stadium and at the National Stadium are too narrow to accommodate sellers among the public during the game without inconveniencing them, Brøndby has still ensured that the system is prepared for wireless Dankort and club card terminals.

“This may involve popcorn sellers or even a mobile draught beer machine,” says Brøndby IF’s project manager.

ABOUT TECTURA

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals.

Learn more at www.tectura.com



Microsoft Partner

Gold Enterprise Resource Planning
Gold Customer Relationship Management

FOR MORE INFORMATION

info@tectura.com

For local office contact information visit www.tectura.com

© 2009 Tectura Corporation. All rights reserved. Tectura is a registered trademark of Tectura Corporation. All other company, brand, and product names are marks of their respective holders. This case study is for informational purposes only. TECTURA MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

CS_BrøndbyIF_Corp_200901B

TECTURA®