



LEINSTER Rugby

SportLomo is an Official Technology Partner of Leinster Rugby and the Ireland Rugby Football Union (IRFU).

www.leinsterrugby.ie www.irishrugby.ie



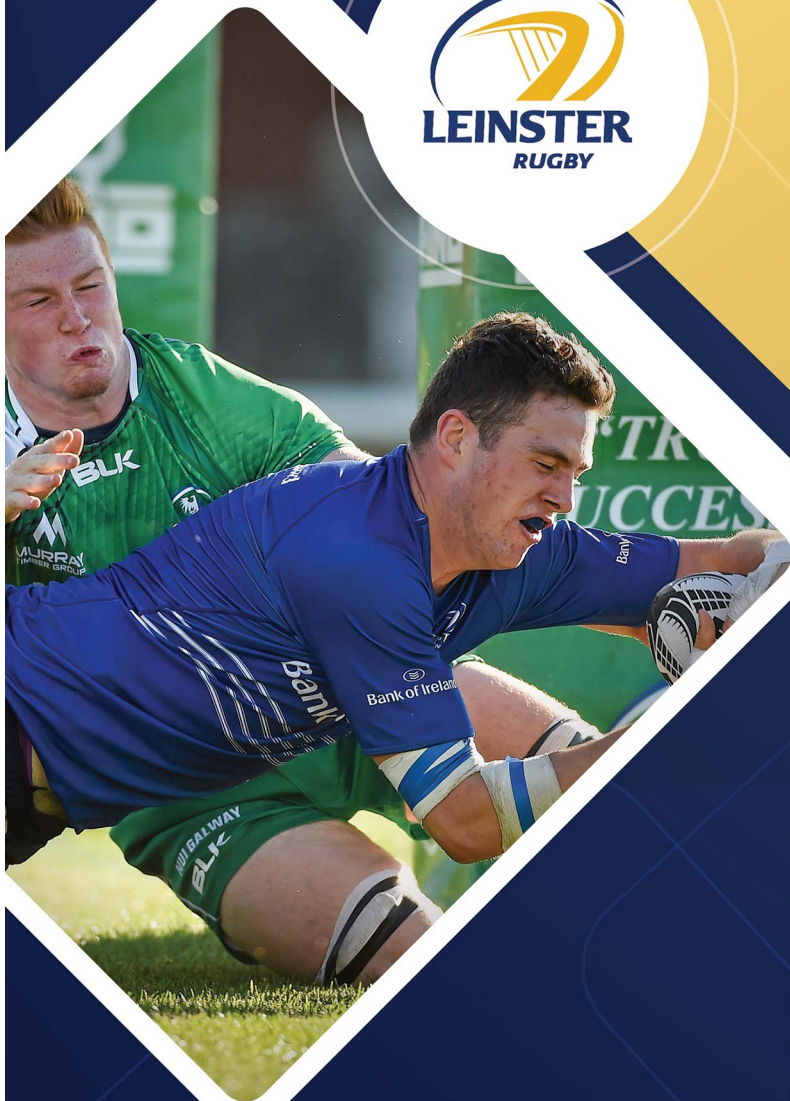
Leinster Rugby Case Study Interview with **Dermot O'Mahoney**, Leinster Rugby Domestic Competitions Manager

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Overview



Leinster Rugby is one of the four professional provincial rugby teams from the island of Ireland. They compete in the Pro12 and the European Rugby Champions Cup. The team represents the Irish Rugby Football Union (IRFU).

The Leinster Branch is responsible for rugby union throughout the geographical Irish province of Leinster (12 counties).

There are currently 30,000 players affiliated to 55 clubs in Leinster Rugby. Each year, these players participate in over 5,000 games from Underage, School, Womens and Adult Men.

2017-2018 Game Stats

Leinster Rugby

104 Competitions, 1615 Games

Leinster Youth

251 Competitions, 2929 Games

Leinster Womens

13 Competitions, 287 Games

Leinster Rugby Schools

70 Competitions, 788 Games

What were the challenges for LR before Sportlomo | Sports Manager? What made you decide to use SportLomo?

We initially identified the SportLoMo software platform as a solution that would help us collect match scores and update our domestic website in realtime. Before we commenced using SportLoMo, results were returned on Sundays and Mondays, and the information was not updated to our website until Monday and Tuesday. League tables were difficult to maintain up-to-date. Managing our competitions and our websites was extremely time-consuming and due to the large amounts of data to be managed, it was difficult to know when league standings were actually accurate and up-to-date.

The Mission Statement of Leinster Rugby
To be the global standard bearer for professional club rugby. To encourage, organise, promote and grow the participation in and playing of rugby, in the 12 counties of Leinster.

How long have Leinster Rugby been a client of SportLomo?

Leinster Rugby commenced using the SportLoMo software in 2007.

Can you give us an overview of what you use the SportLoMo software for?

SportLoMo is the primary software platform used to manage our Leinster Domestic playing calendar.

At the start of every season, we create our schedules. These schedules are autogenerated by the system.

On a weekly basis, schedule changes are made and match officials (referees etc) are assigned to games.

The integrated SMS text module is easy to use and allows us to notify our match officials early in the week of their game assignments for the coming weekend. The fact that both text and email is used to notify our match officials ensures we are quickly and efficiently able to notify officials of any late changes to dates / times / venues or any other changes to our games.

Everyone now uses our website as the official source of information as the SportLoMo software automatically updates our website with all changes without any duplication of effort.

In 2013, we stepped up our use of SportLoMo when we commenced using the 'Electronic Game Management Module'.

Clubs were very quick to sign up to using this module and now all team sheets (rosters) are created electronically by clubs for all games. This had a dramatic impact on reducing the work associated with searching for referee cards in the event of any challenges or queries that may have been raised when people wished to query the eligibility of players for particular competitions. We can now simply click on a players name, and see their full playing history which helps us to very quickly verify eligibility of players. This makes our life so much easier!

"SportLoMo has transformed how we manage our games"

Our clubs have found the electronic Teamsheets (rosters) feature to be easy to use and it provides good information for coaches and team managers when they wish to view a player's history.

Most importantly everyone is working from the same database – ensuring no conflicting information. Everyone is singing from the same hymn book!

"The stats produced give a very accurate reading of the amount of activity at each of the age grades. Reporting the stats further increases our profile."

Scott Ennis, Youth Competitions Coordinator, Leinster Rugby



How was the change to Sportlomo received?

The software was very easy to use. Our clubs and our match officials were very willing to support any initiative that would improve communication within the province. We received great support from the staff of SportLoMo and as a result, introducing the software was very smooth / easy to do.

How does the software help address any challenges that LR might have?

The initial challenge faced by us was the amount of time and resources required to organise and manage our games.

High level of Automation: SportLoMo helped dramatically reduce the weekly workload due to the amount of automation built into the software.

Live Accurate Data: SportLoMo gives us the ability to track accurate and live data on our games, scores and our players. Previously, there were occasions that we could not confidently stand over the data. Before the SportLoMo system we were trying to estimate activity levels, participation levels, but now we have real factual data.

Managing our match officials: Ensuring we were able to quickly make changes and notify our officials of late changes was also a challenge. The integrated SMS text module helped us to streamline this process and ensure we could communicate any late changes as required.

Electronic team sheets (Electronic game management): is the most recent module we introduced. The benefit this brings to us was more gradual. As time evolves, we are building a much more accurate profile of who is actually playing our games. We are able to report on how many games each individual player takes part in each season. It allows us to evaluate our performance in promoting the game; ensuring players are able to play regularly throughout the season, monitor activity levels on a monthly basis, identify areas where we are performing well, and areas where we can improve our performance. In turn this helps us to develop strategies that allow us to promote our games. It gives us valuable Key Performance indicators.

Communication with our clubs: Accurate and prompt communication with our teams, players and supporters was an issue – trying to ensure schedules were accurate and people could depend on the information they viewed online. Our provincial website is now the official source of all data and our clubs and players know that they can depend on the accuracy of the information available to them.

"Sportlomo has proven to be a fantastic addition to Munster Rugby, they run a great operation and we are proud to be associated with it."
Olan Allen, Munster Rugby, Ireland



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