

Digitizing your Sport?

What you need to consider before choosing a software provider

Presented by SportLoMo CEO Seamus Kyne at Rugby Europe Conference

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Tips and Insights

What every sport needs to know

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Why Digitize?

02

Who are our key stakeholders?

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How do we run a successful tender process?

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Where do we begin?

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What must we consider?



Why Digitize?



Better engagement

Better engagement with membership, participants, with fans & with sponsors.

Improve funding and reporting

Improve funding, better reporting. Increase visibility and funding from government, from sponsors, improved collection of fees.

Transform how you work

Reduce workload, remove duplication of effort, automate processes and increase sharing of data.

Understand your sport

Know your membership numbers, participating rates, useful reporting and data analysis.

Grow your sport

Improved data gives you information to identify opportunities, implement strategic plans, compete for new members from other sports.

Key Stakeholders

National Governing body

Full time Staff / Competing with other Sports / Professional image / Require good Information about your organisation
Where is our game developing
Reporting for Government / Funding / Sponsors
Governance & Compliance (GDPR / Child protection etc.)

League/Regional/Competition Managers

Some paid officials with volunteer involvement
Can we reduce workload, manage limited resources

Clubs / Coaches / Players

We just want to play
Where / When / Who will referee
Require good communication tools

Referee / Umpire Association

No Referees, No officials – No Sport!
Do we have accurate schedules and assignments
Minimize schedule changes (date / time / venue / cancellations)
History of my games/ my sporting career progression

Supporters & Fans

Where and when are games, accurate websites, social media etc.



**Volunteers are
lifeblood of
amateur sport**

Tender Process.....keep in mind

Costs now and in the future

You need to futureproof your software. Does the provider continuously add new Modules, How do they handle new development requests (charges?!).

Software upgrades & new features

New Modules – same fee or new fees, the digital road map is never ending.

Hosting environment

Where is our data hosted? (GDPR / Security)

Cloud or inhouse solutions - You don't want to have to put in infrastructure.

Is the hosting included in overall cost.

Demonstrate features

Have different stakeholders across your organization on selection panel.

Ask for demo on features based on 'your' real life sport scenarios i.e. how do referees do x, how do players transfer between clubs, how do we customize a Registration Form etc. Ideally you choose what the provider should demo.

Remember 'exceptions break software'.

Training and support

What level of support will we receive, is it only for in-house staff.

How much extra resources (persons) do we need to add to support our lower levels i.e. referees, coaches, clubs, event organizers.



Where to begin...

What do we already have?

Can we consolidate?

Can we bring modules together, take out some software programs?

Have we some elements working particularly well that we won't change in the short term?



Begin with membership

One database – Try to avoid having standalone databases for members, clubs, coaches, referees, officials etc.

Important that an individual can be allowed to be linked to more than one role or more than one association (club / school etc).

For example an individual can be a player and a coach. i.e Dual membership, play with one organization and coach with another.

Direct registration – linked to National Governing body

Consider taking split payments - take membership, affiliation, insurance all in one transaction. As a fee is paid it is instantly split and distributed across your organization - everyone paid up front!



Key Considerations

One data set – 'one source of truth'

Facilitates good reporting, better quality data over time. More accurate numbers and historical records. I.e. Leinster Rugby have player history since 2009, with competition data since 2006.

Reduce duplication of effort

Referees and game officials can leverage Competition Manager's Data - they don't have to input the data from scratch.

Utilize automated tools

Websites can auto update from the DB/Platform in real time.

Website integration

Clubs can have a 'data feed' from Database and plug this into their club websites – no errors in game KO, scores etc.

Data warehousing – Caution

A well known UK sport spent 1 year and gave up. Sending data by APIs from your software platform to a warehouse works fine, but not the other way around. Data dumps daily to warehouse seems to work for some organizations.



Reporting Dashboard

Some typical National Governing organization queries

Can we categorize our membership?

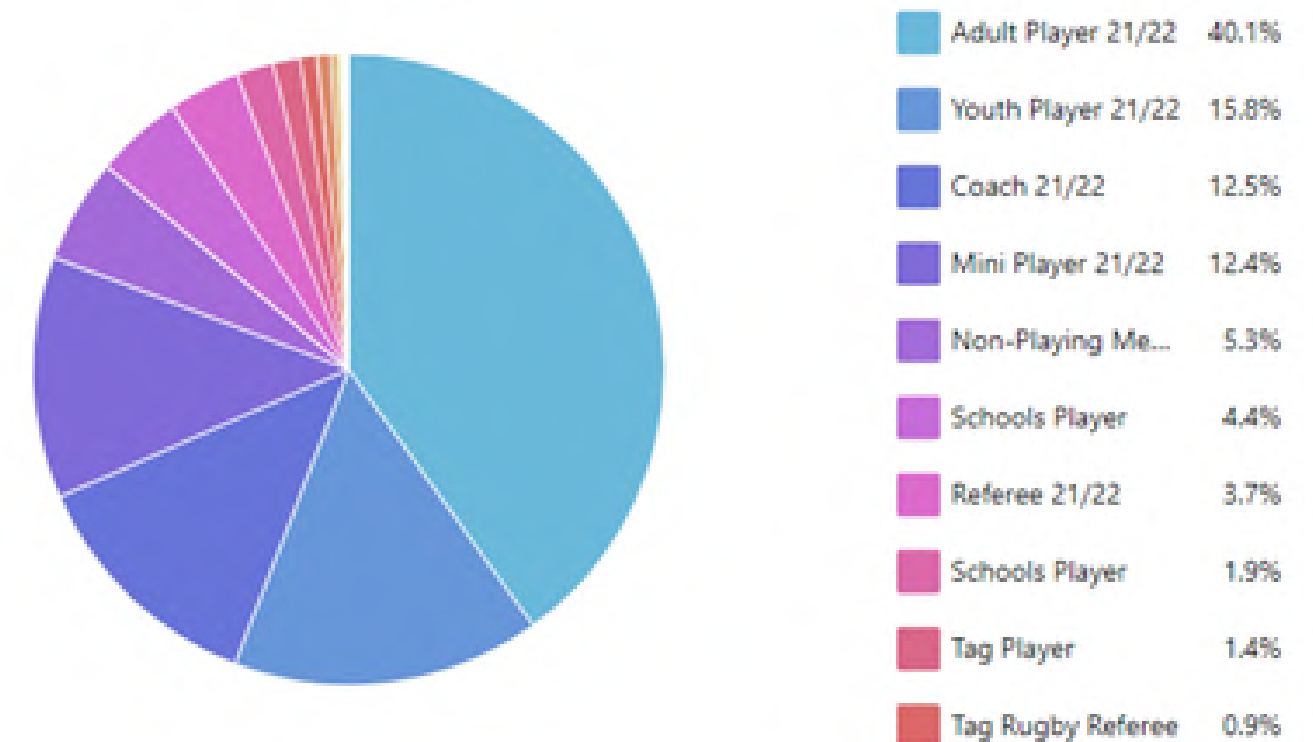
Understand our gender and age profile?

Retention – what age are we losing players / athletes?

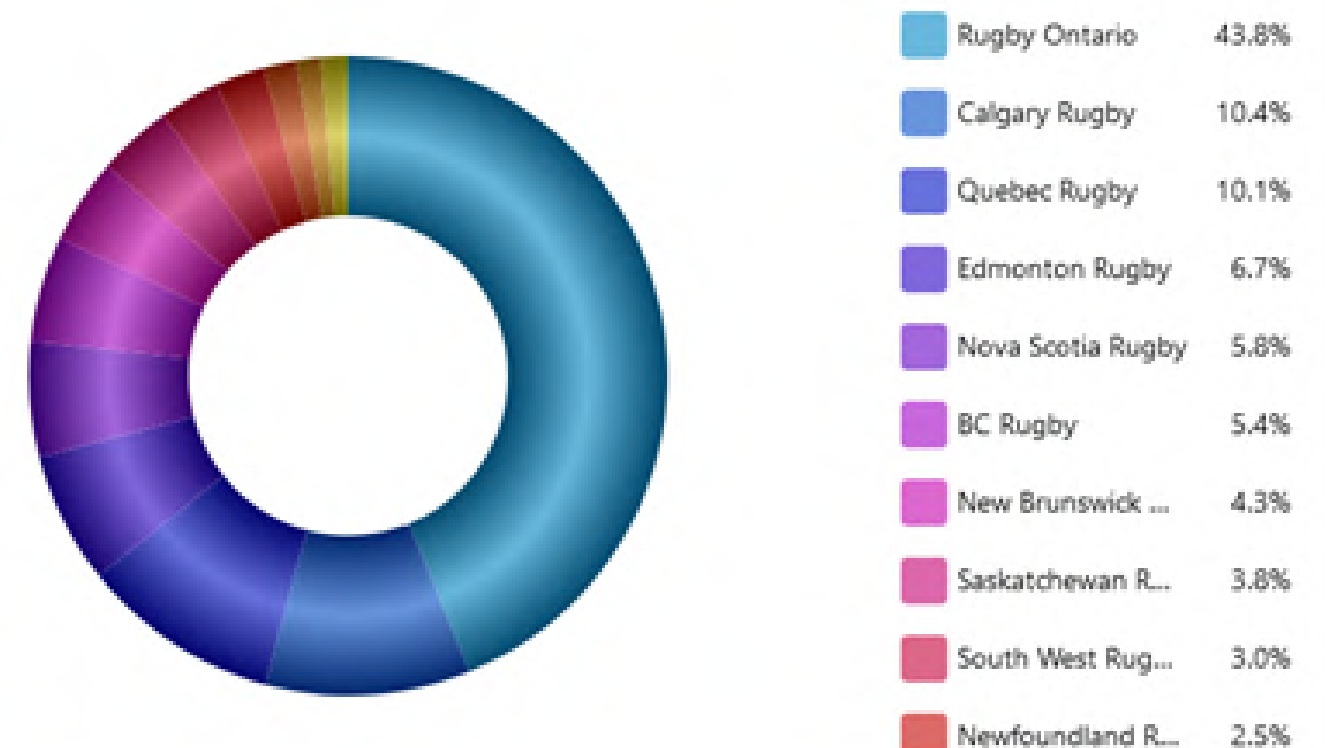
What are our geo-demographics (Urban v Rural)?

Regional - Where do we put development officers/increase our resources?

Member distribution by category



Member distribution by province



Participation Graphs

- How many games/tournaments per athlete per season
- Are we asking some players to play too many games, others not getting enough game time
- Schools vs Club games
- Colleges vs Schools vs Clubs
- Social vs organised events



Cloud based software as a service

Scalable

As your sport grows, configure to increase bandwidth. You don't want to be worried about back-end infrastructure.

Accessible by all

Accessible no matter where you are based.

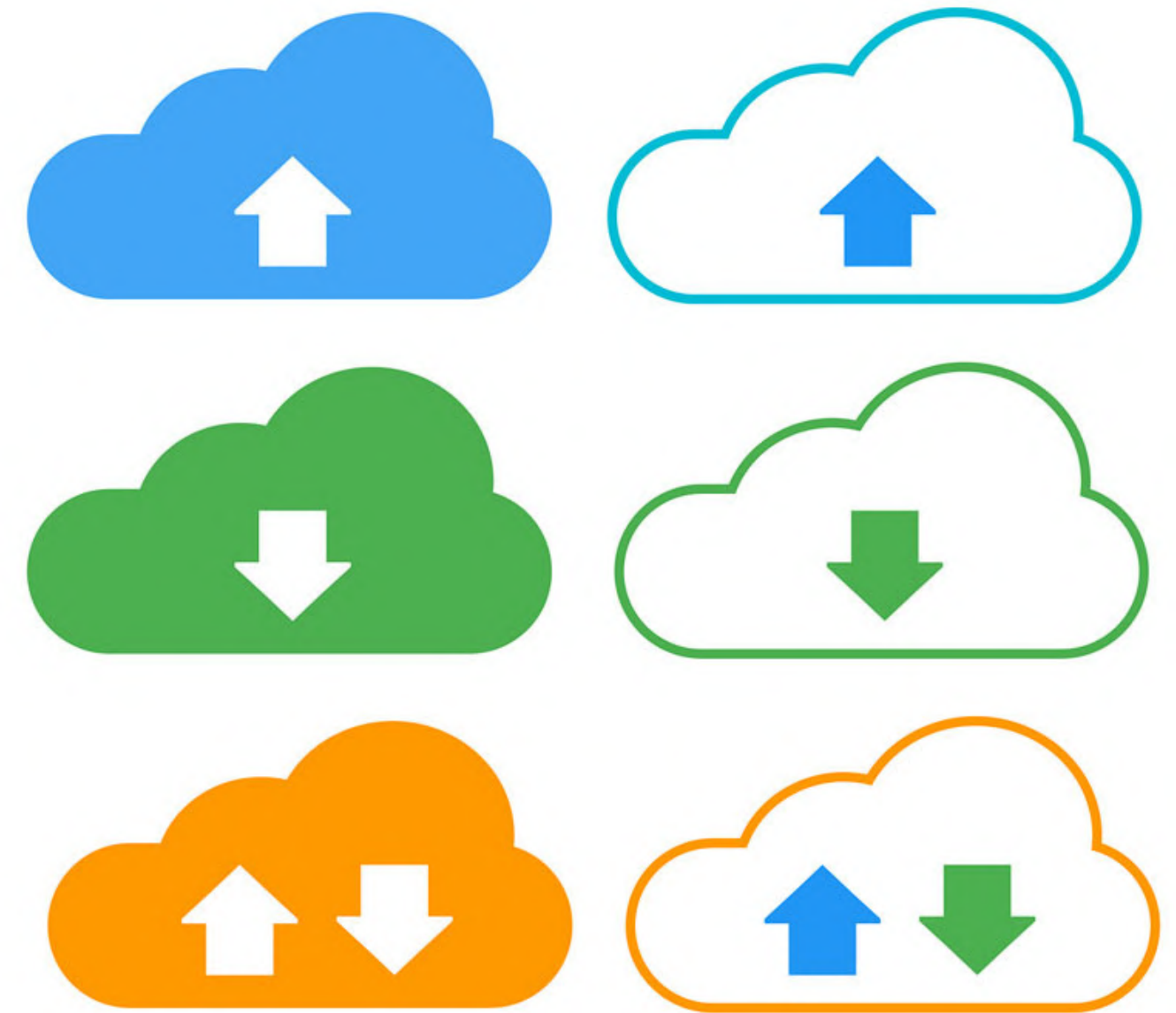
Secure (Pen testing)

If a laptop goes missing, you still have your data.

Where is your data stored?

Store data in secure location i.e. Europe / Canada

Caution: no internet = no service



Good Governance

Data Protection / GDPR

Know where your software provider hosts their platform and data.

T&C's

Added flexibility if your associations and clubs can add their own additional T&C's.

Viewing & approving personal data

Do you keep a copy of the data you approve or delete it. Who can view the data. Is it safe and only accessible to restricted officials.

Opt in / Opt out of marketing

How do you manage this?

Working with children and vulnerable people

Some countries outsource background checks, but information is sensitive.

For example using Sportlomo you can choose to delete Covid proof / vaccine data but keep record of approval process.

Licensing / Approval Workflows (sanctioning - insurance)

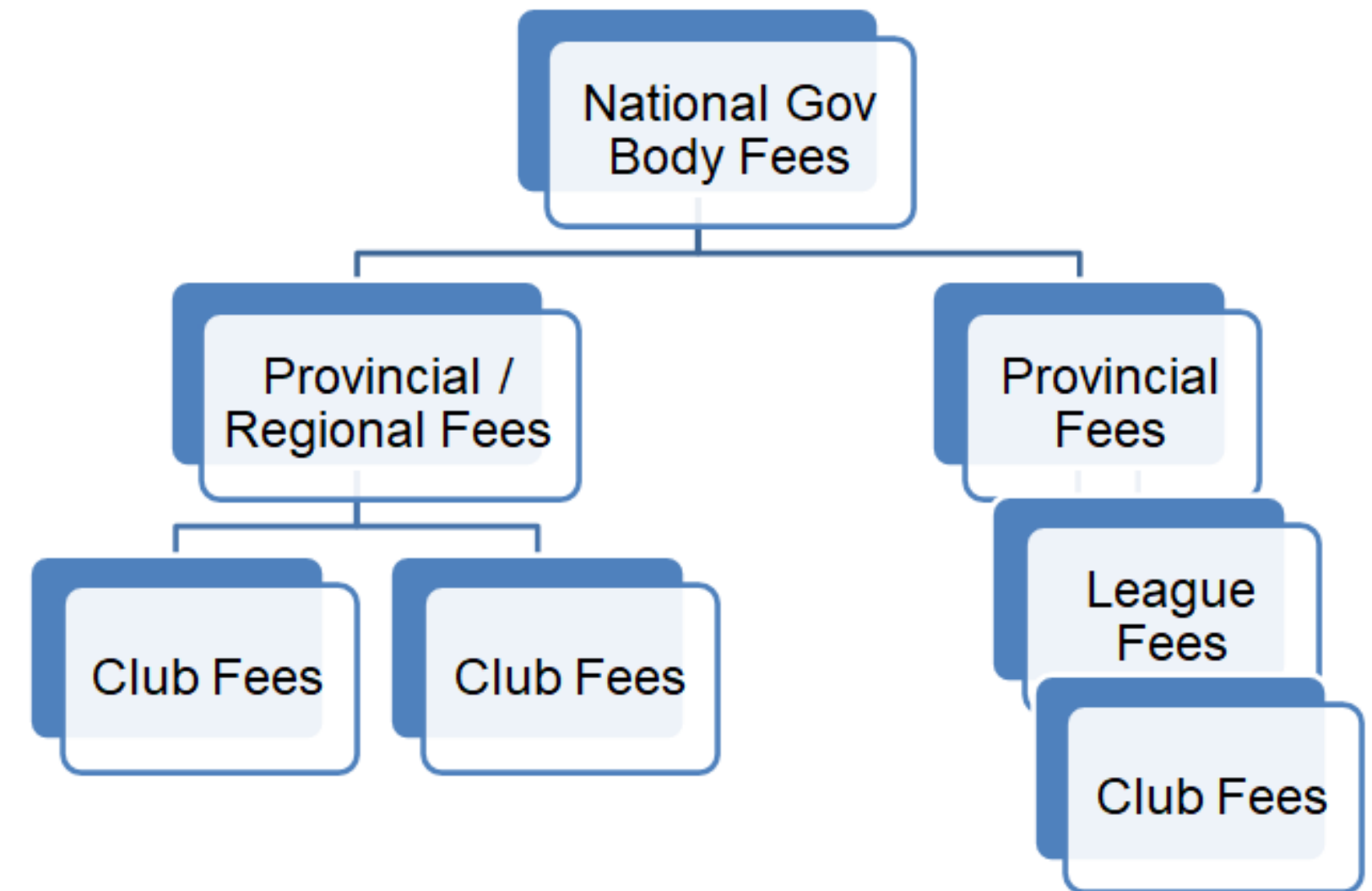
Ability to create different work flows as your organization grows, add new users, new regions, breakup a big region etc.



Split Payments – Everyone gets paid up front

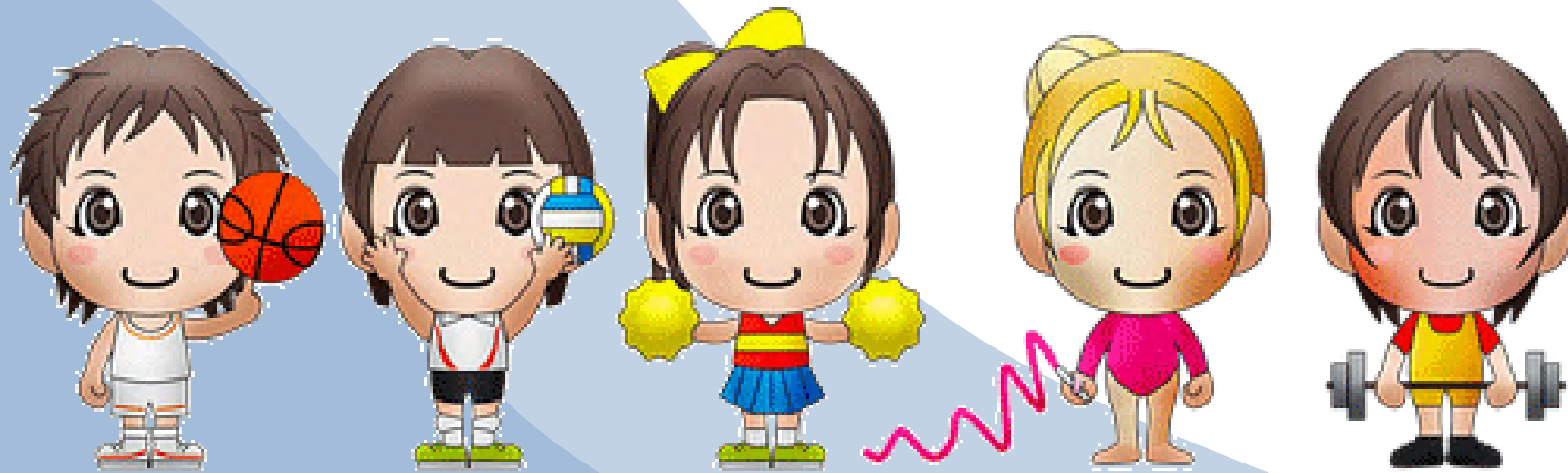
Everyone is paid directly, as a fee is taken it is instantly split and distributed across your organization (one transaction on a member's credit card).

- Reduce the workload of invoicing
- Ensure you actually get paid
- Get paid in a few days – not a few months
- Refund your own portion of fees
- Keep on top of 'Charge backs' – ensure good descriptors, put policies in place if people cancel payments



Split payments is SportLoMo's most popular feature 😊

Social and recreational sports are big!

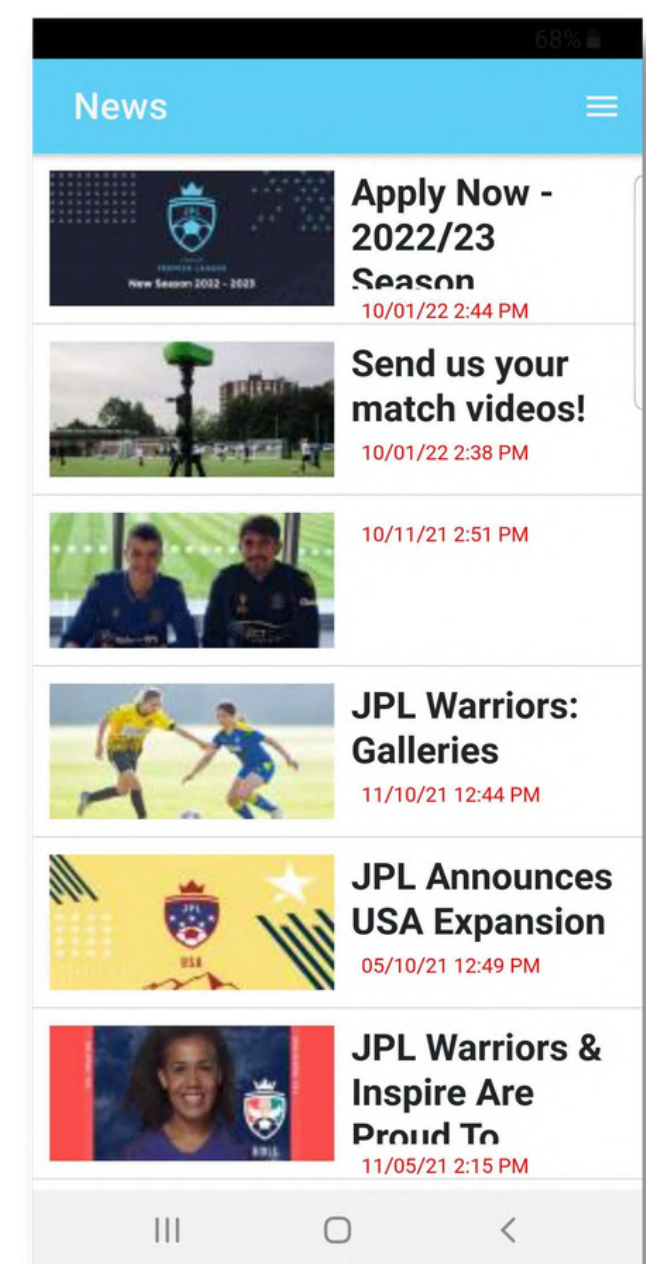
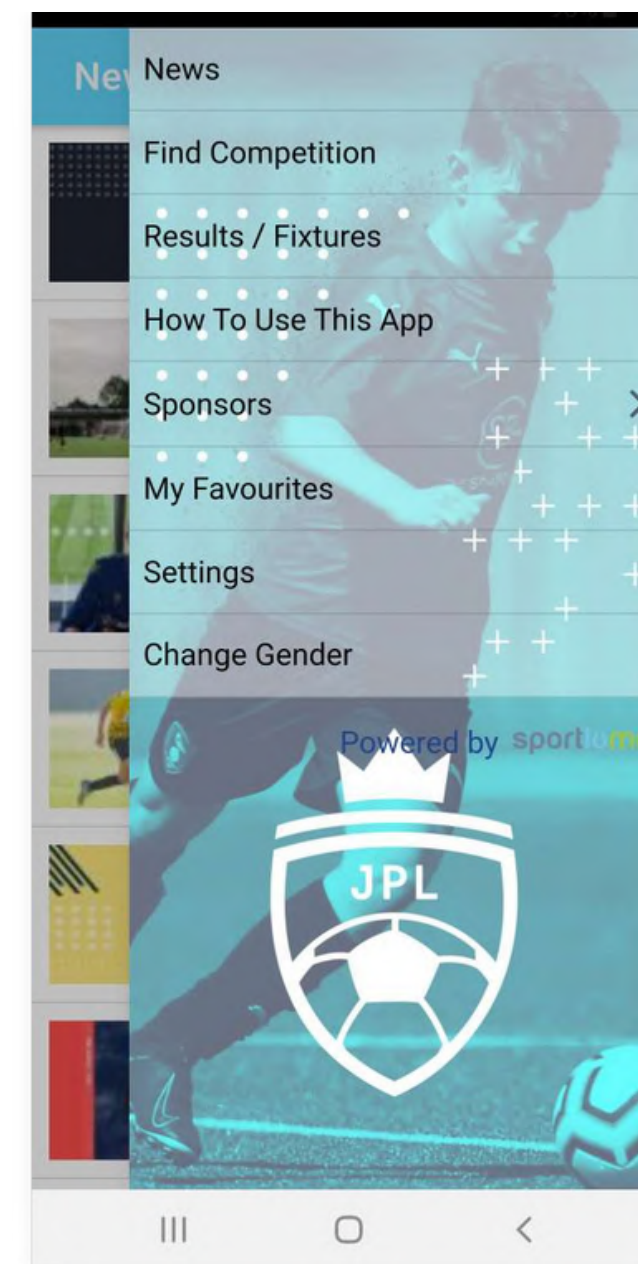


Tournaments
Summer camps
Work leagues
Social membership
Summer sports
Intramural league
FUNdamentals

- Grow your Sport's reach with social
- 6X Spend if you play sport
- Larger participation numbers can increase funding from Government and sponsors

Is your sport mobile (cell) enabled?

- 80% of sports audience access sport via Mobile Phone or App. This is of particular importance at club, player, athlete and fan level.
- You need to provide realtime data your players and fans i.e. API's from your software system.
- Test your media on multiple device types.





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