FOX SPORTS PULSE gains one day per week for strategic planning with QlikView

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– Mathew Lalor, General Manager - Finance, FOX SPORTS PULSE

Australia enjoys a global reputation for fostering an exceptional number of world-class athletes. Local sports clubs are often the first to recognise talent and play a vital role in generating interest and enthusiasm in new players. But it's not all about creating professional athletes. Local clubs have an important role in the community, encouraging players to keep healthy and involved through participation and competition.

FOX SPORTS PULSE is the leading technology provider for these grassroots organisations – in both Australia and New Zealand. The division of News Corp provides solutions for registrations and payments, websites, membership, and competition management. Its services are used by 2.2 million participants at over 30,000 sporting clubs.

To better understand the needs of its customers, FOX SPORTS PULSE wanted faster insight into service trends across Australia. The finance team in particular was keen to generate more

comprehensive intelligence around payments services. Mathew Lalor, General Manager, FOX SPORTS PULSE, says: "With the rapid growth in our Payments business, the existing spreadsheet reporting system wasn't delivering the timeliness of reporting we needed. Reporting, budgeting and forecasting was becoming increasingly difficult to maintain, with too much time spent collating." Lalor wanted to support the sales team to achieve budget targets by giving staff granular insight into their sales operations.

Finance team gains one day per week for operations analysis
QlikView was the first name that Lalor thought of when it became crucial to deploy a new business intelligence (BI) solution. "I'd already worked with QlikView at another company and it made my job a lot easier," he says. "There are 30,000 clubs who use services such as our website package, online payments or competition management. We record all analytics data and analyse it to understand the services that are performing well, and improve those that aren't. Or, to educate our customers about services they're not using yet."

Prior to using QlikView, Lalor's team spent more than one day each week collating analytics data before they could turn it into meaningful BI. Lalor says: "With QlikView, we've reduced a whole

Return on investment

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Sales team performs better with BI at their fingertips
Lalor's finance team works closely with sales and marketing to align business targets with performance. He says: "There's no question that our sales opportunities have increased now that we can view different data sets through the Qlik dashboard. For example, with QlikView our sales team can see if a club is taking membership payments through our online payments gateway or whether they're using another mode. We can then create different scenarios to see how they might benefit from using our other services. With data like this, sales staff are equipped to upsell or support clubs to get the best out of the service they're using. In that respect QlikView intelligence is directly supporting our sales operations."

Strategic planning is enhanced by seamless, real-time collaboration
Lalor is based in Melbourne but many of his colleagues are based in other parts of Australia. "Now when we are investigating a new opportunity, QlikView allows us to slice and dice data to evaluate penetration in the market we're targeting. Previously, that data would be locked into spreadsheet for a few days, and then we'd get IT to extract it. After the data was in hand, I'd discuss it on the phone with my colleagues. With QlikView, we can create 'what if' scenarios on the fly, which makes collaboration much more effective with my colleagues in other cities," says Lalor.

Finance team supports growth with sales analysis
Lalor says that Qlik's had an immediate impact on assessing business performance. In the coming months, he expects to see QlikView make a real impact on revenues as the sales team uses business intelligence to support operations. "We're really looking forward to the next few months when we get more data into QlikView. For example, once we get our website traffic data into the Qlik dashboard we'll evaluate why our customers use certain products more than others. If someone is using our website service a lot, but not our payments service, our sales team can ring them and point out that they're not using a service to their advantage," he says.

Rapid, seamless deployment ensures business reaps immediate benefits
Lalor had no doubts about deploying QlikView, and his confidence was underscored by a proof of concept he drew up for the executive team. "Staff learnt how to use the dashboard after a couple of fifteen minute teleconferences, which proves that this is very much a finance and intelligence driven project rather than an IT one. Now I see the Qlik dashboard open and staff using it each time I walk past their desk - it's a great feeling," he says.

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