David Leadbetter Golf: Building a Global Brand with SAP Business One®

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Swing analysis, course management, mental preparation, and physical conditioning are what many people seek to introduce harmony and balance into their lives. But where can one get such eclectic training? On the golf course. As the authority in golf instruction, experts at David Leadbetter Golf are there to encourage, guide, and coach golfers of all ages and abilities. Started by world-renowned golf coach David Leadbetter in the 1980s, it has over 25 golf academies in 13 countries. Due to the soaring demand in Asia and South America for golf instruction, it is focused on globalizing its brand.

To gain data visibility and security for a global business, David Leadbetter Golf chose the SAP Business One® application. Implementation partner Vision33 Inc. turned the implementation into a master stroke, capturing previously unrecovered data for crystal-clear inventory evaluations, a priority for David Leadbetter Golf. Amazon Web Services provided worldwide data visibility and security to the cloud-based solution. Now David Leadbetter Golf is poised to instruct the entire world on balance, swing, strength, and peace of mind. Eager golfers are teed up.

Finding a revenue sweet spot with SAP Business One®

Company
David Leadbetter Golf

Headquarters
Davenport, Florida

Industry
Sports and entertainment

Products and Services
Golf instruction

Employees
20 direct staff, 60 certified instructors worldwide

Web Site
www.davidleadbetter.com

Partners
Vision33 Inc.
www.vision33.com

Objectives
• Implement systems and processes to facilitate corporate growth globally
• Create a simple, holistic approach to golf instruction on and off the tee
• Deliver sustainable growth in emerging golf markets, from first-touch programs to elite tour player development

Why SAP
• Software support that enables David Leadbetter Golf to innovate with the future in mind
• Expert guidance for greater insight into what analytics solutions from SAP can do for the business
• Stability and breadth of functionality of the SAP Business One® application

Resolution
• Profited from expert guidance from Vision33 Inc. on porting legacy software to SAP Business One
• Established a basis to analyze instructors' thresholds and billable hours
• Introduced precision valuation of the inventory
• Implemented a holistic view of the customer base and top-selling products

Benefits
• Better understanding of global market demands
• Greater transparency of inventory and revenue stream
• Secure, real-time access to company data from anywhere at any time
• Full visibility of instructors' time and availability, helping instructors perform to optimum capacity

"We felt that SAP Business One was the most secure and audit-driven software we could implement. Other software packages do not have the added security that we felt SAP Business One has."
Benedict Riches, Managing Director, David Leadbetter Golf

~15%
Uplift in revenue

~10%
Reduction in cost of operations

17%
Reduction in inventory

12%
Increase in instructor productivity and capacity improvement at HQ

21%
Efficiency improvement rate among HQ staff

SAP Business One®

The Best-Run Businesses Run SAP™