

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

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.



Picture Credit | David Leadbetter Golf | Used with permission.

# 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](http://www.davidleadbetter.com)

## Partners

Vision33 Inc.

[www.vision33.com](http://www.vision33.com)

Amazon Web Services

<https://aws.amazon.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



---

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.