



David Leadbetter Golf

Building a global brand with SAP Business One

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Benedict Riches, Managing Director
David Leadbetter Golf

Company



Name: David Leadbetter Enterprises Inc

Industry: Golf training services and merchandise

Customers: All levels of golfer from beginner to tour player

Employees: 20 direct staff, 60 certified instructors across the globe

Location:

Headquartered in Florida with 25 academies around the world including UK, France, Germany, Spain, Turkey, Japan, China, Korea, Indonesia, Vietnam, and soon South America.

www.davidleadbetter.com

Business Challenges

- Limited inventory management and financial limits visibility throughout company.
- Duplicate record errors caused by manual data entry throughout disparate business applications.
- Need to access key business information on-demand for remote employees.

Existing Environment

- QuickBooks
- Microsoft® Excel
- CRM

ERP Solution

- SAP Business One
- Vision33 eCommerce
- POS software

Benefits

- Inventory management for efficient cost control resulting in 17% reduction in inventory.
- Complete view of real-time business data allowing them to achieve 15% uplift in revenue.
- Integrated business solution provides transparency for efficient management of academies with a 12% increase in instructor productivity and capacity.
- Analytics tools for insight into how to better service key business partners for better relationships.
- Secure, real-time access to company data from anywhere at any time.
- Gained data visibility and security for the global business thanks to SAP Business One.

David Leadbetter Golf is a leading golf instruction and golf product design company started by renowned golf coach David Leadbetter in the 1980s. The company is the original golf instruction brand and offers a holistic approach to golf instruction from swing analysis and course management to mental preparation and physical conditioning. The company operates a profitable licensing model and currently employs 20 direct staff and another 60 certified instructors operating 25 golf academies in 13 countries. With widespread academies and employees out in the field, choosing an integrated business management solution with greater accessibility was par for the course. David Leadbetter chose SAP Business One so that key business information can be accessed anywhere within or outside the academy.

In addition to running golf academies, the company also sells training aids and golf merchandise through their online store. As the authority in golf instruction, David Leadbetter Golf chose SAP Business One to ensure a good position to grow and build a sustainable brand and business that will live beyond David's legacy.

In recent times, the business has been faced with changing trends in golf, especially in the global arena. While golf participation and interest has declined over the last 5 years in North America and Europe, the interest has soared in Asia, Middle East and South America. They are looking to build a global brand that will allow them to compete on a different level and seeking to further expand in these regions.

Managing the business with a blind shot

In the past, David Leadbetter Golf was using a few systems to help manage their operations, including QuickBooks and Microsoft Excel. Initially, the company found that the systems were sufficient to manage operations. However, with the global shift in golf trends, they realized that they needed to expand their business internationally which led them to re-evaluate their internal operations.

With data residing in different systems, they found that reconciling data to a central location was an impossible task. They had limited visibility of their business performance, including inventory, expenses and a clear picture of revenue coming from all their franchises around the world. These challenges affected the executive management's ability to make strategic decisions.

Choosing the right club for global expansion

After evaluating several different enterprise resource planning (ERP) solutions, David Leadbetter Golf selected SAP Business One to provide them complete visibility and security of their global business. Benedict Riches, Managing Director of David Leadbetter Golf says, "We felt that SAP Business One was the most secure and audit-driven system we could implement. Other software packages do not have the added security that we felt SAP Business One has. Also, the reporting features were excellent for our managers to use."

They also considered QuickBooks point of sale (POS) during their evaluation phase but doubted the level of security that QuickBooks could offer and ultimately chose SAP Business One.

To gain data visibility and security for a global business, David Leadbetter chose SAP Business One. With the help of Vision33, implementation was a master stroke, capturing previously unrecovered data for inventory evaluations, a priority for the company.



Owning the swing with SAP Business One and Vision33

During the implementation process, David Leadbetter realized that their record-keeping was not as precise and detailed as they needed. Vision33 introduced them to cycle counting with SAP Business One, which they thought was a great asset since they could now value their inventory correctly. Several valuation adjustments were also made to inventory as they could not quantify the value of their total inventory prior to SAP Business One. They also realized that they were losing information during the data transfer from a third party software and journal entries into QuickBooks. Vision33 implemented eCommerce functionality which gave them a holistic view of their customer base and their top-selling products while being able to better understand global market demands for future planning.

David Leadbetter Golf not only gained new methods and ideas to better manage their operations from Vision33, they were also working with the right implementation partner for the job. "We received genuine customer service from Vision33. We had very good representatives from Vision33 to assist in our implementation process. Daily communication and on-site visits assisted in gathering the information required to export our existing data from QuickBooks to SAP Business One. The team from Vision33 was a great asset in the implementation process along with our team working closely to ascertain that all information was entered correctly," adds Benedict.

"SAP as a partner allows us to continue to be innovators. Goals in the '80s and '90s were different; now you need technology and to innovate with the future in mind. Understanding what SAP Business One and its analytics can do and learning what you do in business and applying that to the sport is profound."

Benedict Riches, Managing Director of David Leadbetter Golf



Acing the game with SAP Business One

Since implementing SAP Business One, David Leadbetter has been able to gain better transparency of their inventory, revenue streams and expenses. They can now identify areas of the business that are profitable to further monetize their products and services. So far, they have seen a 15% uplift in revenue, an estimated 10% reduction in operational costs and 17% reduction in inventory to optimize stock; and this is just the beginning.

Golf academies now run more efficiently with instructors performing to their optimum capacity and potential through analysis of instructor's thresholds. Their billable hours have increased by 12% in capacity and resource improvements, and their efficiency and productivity rate amongst headquarter staff has increased by 17%.

In addition, the company has also seen other benefits, including the ability to manage their financials in a more realistic and real-time process with budgeting and cycle counting functionality - tools that are not available in QuickBooks.

Making the next play

The stability, functionality, and benefits of SAP Business One have allowed David Leadbetter Golf to be more forward-thinking about their company goals. "SAP as a partner allows us to continue to be innovators. Goals in the '80s and '90s were different; now you need technology and to innovate with the future in mind. Understanding what SAP Business One and its analytics can do and learning what you do in business and applying that to the sport is profound," says Benedict.

David Leadbetter Golf is now looking forward to building long lasting relationships with franchises and students and making the most of predictive analytics to better meet global demands.

About the Implementation Partner: Vision33

Vision33 Inc. is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. We partner with growing and large organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33 global team of results-driven resources provide world-class experience through our office locations in North America and Europe.

Vision33's SAP solutions provide scalable and integrated enterprise resource planning (ERP) technology to growing enterprises. We work with customers to connect their business processes from finance and expense reporting to procurement and inventory – transforming their operations and better managing subsidiary operations – no matter the size of their business. Vision33's dedicated customer support program, Vision33's world-class TOTAL Care support program ensures you have the tools needed to fully leverage your investment in technology.

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