

# Building a Global Brand With SAP Business One

**SAP** Business One



# ABOUT



## Company

**Name:**

David Leadbetter Golf Academy

**Industry:**

Golf training services and merchandise

**Customers:**

All levels of golfers

**Employees:**

20 direct staff, 60 certified instructors worldwide

**Location:**

Florida headquarters plus academies in the UK, France, Germany, Spain, Turkey, Japan, China, Korea, Indonesia, Vietnam, and South America.

## Challenges

- Disconnected systems hindered inventory management and prevented company-wide visibility
- Manual data entry caused duplicate record errors
- Business data wasn't accessible remotely

## Previous Software

- QuickBooks
- Microsoft® Excel
- CRM

## ERP Solution

- SAP Business One
- Vision33 eCommerce
- POS software

## Benefits

- Improved inventory management to reduce inventory by 17%
- Real-time business data led to a 15% increase in revenue
- Integration improves academy management, increasing instructor productivity and capacity by 12%
- Secure, real-time data access anywhere, anytime



*SAP allows us to continue innovating.*

*Benedict Riches, managing director at David Leadbetter Golf Academy*

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



*David Leadbetter Golf Academy is a leading golf instruction and golf product design company started by renowned golf coach David Leadbetter in the 1980s. The company offers a holistic approach to golf instruction, from swing analysis and course management to mental preparation and physical conditioning.*

*In addition to its 20 direct staff, David Leadbetter Golf Academy also employs 60 certified instructors operating 25 golf academies in 13 countries.*

*With widespread academies and employees, the company needed an integrated business management solution with greater accessibility. The company chose SAP Business One so critical business information is accessible anytime, anywhere.*

In addition to running golf academies, David Leadbetter Golf Academy sells training aids and golf merchandise online. As the authority in golf instruction, the company chose SAP Business One to ensure growth and build a sustainable brand and business that will be David's legacy.

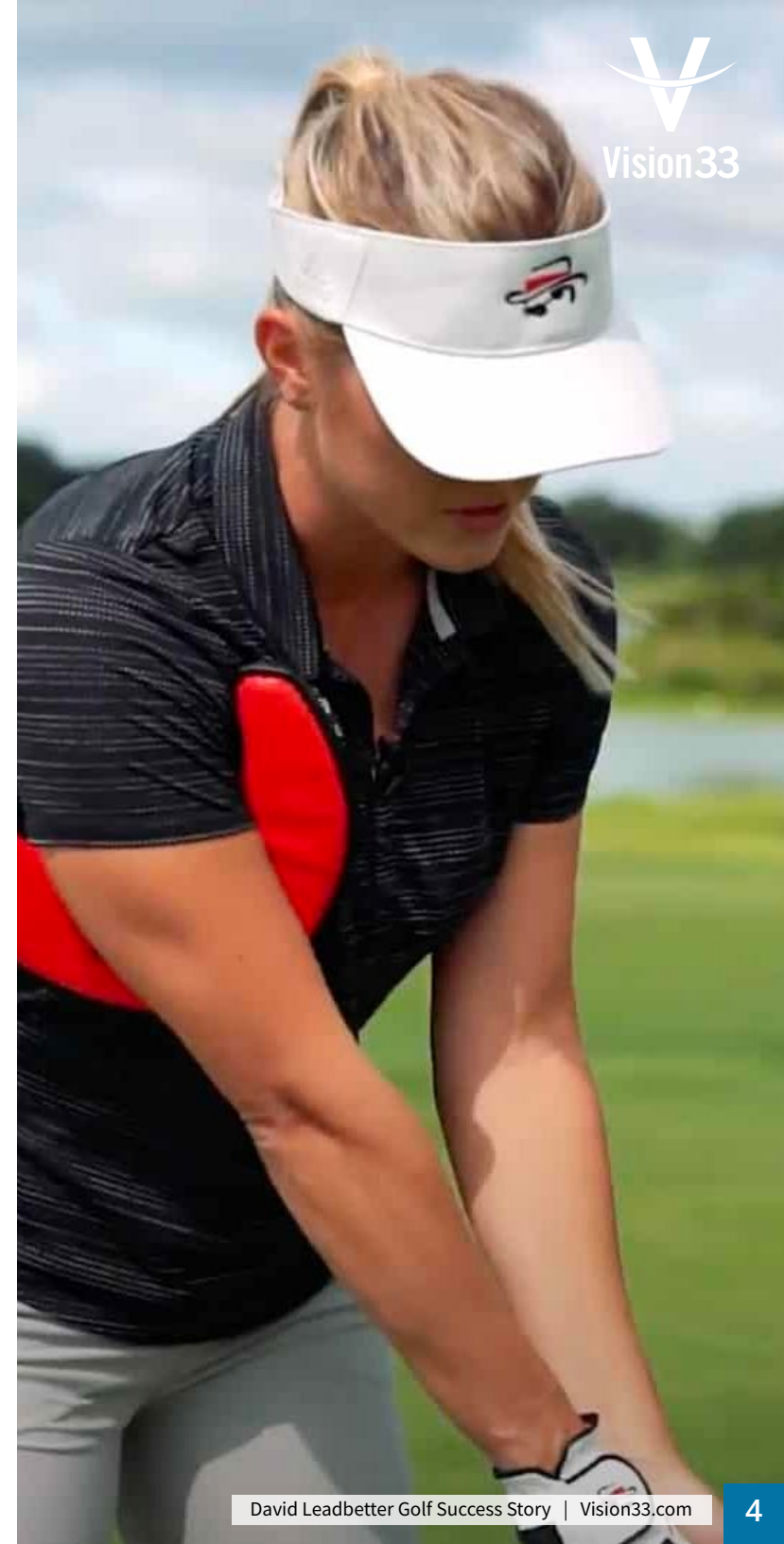
The business faced changing golf trends, especially in the global arena: Golf participation had declined in North America and Europe but soared in Asia, the Middle East, and South America. David Leadbetter Golf Academy wanted to build a global brand to compete on a different level and expand to new regions.

## Managing the business with a blind shot

David Leadbetter Golf Academy used multiple systems, including QuickBooks and Microsoft Excel. Initially, those systems were sufficient, but with the global shift in golf trends, the company realized it needed to expand internationally.

So, David Leadbetter Golf Academy re-evaluated its internal operations. Because data was stored in multiple systems, reconciling it to a central location was nearly impossible. Multiple systems also limited visibility into business performance, including inventory, expenses, and revenue.

These challenges affected the executive management's ability to make strategic decisions.





*We felt SAP Business One was the most secure and audit driven system we could implement. Other software packages don't have the security SAP Business One has. Also, the reporting features were excellent for our managers."*

*Benedict Riches,  
managing director at David Leadbetter Golf Academy*

## Choosing the right club for global expansion

After evaluating several enterprise resource planning (ERP) solutions, David Leadbetter Golf Academy chose SAP Business One for complete visibility and security. Benedict Riches, David Leadbetter Golf Academy's managing director, says, "We felt SAP Business One was the most secure and audit-driven system we could implement. Other software packages don't have the security SAP Business One has. Also, the reporting features were excellent for our managers."

Aided by Vision33, implementing SAP Business One was a master stroke for David Leadbetter Golf Academy, capturing previously unrecoverable data for inventory evaluations—a priority for the golf academy.





# Owning the swing with SAP Business One and Vision33

During the implementation, David Leadbetter Golf Academy realized its record-keeping wasn't as precise and detailed as it needed. Vision33 introduced SAP Business One's cycle counting, which was a great asset since David Leadbetter Golf Academy could now value its inventory correctly.

David Leadbetter Golf Academy also realized it was losing information during the data transfer from a third-party software and journal entries into QuickBooks. Vision33 implemented eCommerce functionality, giving David Leadbetter Gold Academy a holistic view of its customer base and top-selling products and improving its understanding of global market demands.

David Leadbetter Golf Academy did more than improve its operations with Vision33—it got a true partner. "We received genuine customer service from Vision33. We had very good representatives for our implementation. Daily communication and on-site visits helped in gathering the information required to export our existing data from QuickBooks to SAP Business One. Vision33's team was a great asset, working closely with our team to ensure all information was entered correctly," says Benedict.



*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, learning what you do in business, and applying it to the sport is profound."*

*Benedict Riches,  
managing director at David Leadbetter Golf Academy*



# Acing the game with SAP Business One

David Leadbetter Golf Academy now has better visibility into its inventory, revenue streams, and expenses. The company can identify profitable business areas to monetize products and services. So far, there's been a 15% uplift in revenue, a 10% reduction in operational costs, and a 17% reduction in inventory—with more benefits coming.

The company's golf academies now run more efficiently. Analyzing instructors' thresholds has improved their performance and increased their billable hours by 12%, and headquarters employees have increased their efficiency and productivity by 17%.

A background image of a golf course with a white golf ball on a tee in the foreground, a red flag on a pole in the middle ground, and a blue sky with light clouds in the background.

## Making the next play

The stability, functionality, and benefits of SAP Business One have allowed David Leadbetter Golf Academy to be more forward-thinking in its goals. “SAP allows us to continue innovating. 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, learning what you do in business, and applying it to the sport is profound,” says Benedict.

David Leadbetter Golf Academy is ready to build long-lasting relationships with franchises and students and make the most of predictive analytics to better meet global demands.





Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox ([saltbox.io](https://saltbox.io)) and iDocuments ([idocuments.io](https://idocuments.io)).

*For more information about Vision33, visit [www.vision33.com](https://www.vision33.com).*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

**United States**

7545 Irvine Center Drive,  
Suite 200  
Irvine, California 92618  
Tel: +1 949 420 3300  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.com](https://www.vision33.com)

**Canada**

210 Water Street,  
Suite #400  
St. John's, NL A1C 1A9  
Tel: +1 709 722 7213  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.ca](https://www.vision33.ca)

**Europe**

1 Heathgate Place,  
Agincourt Road  
London, NW3 2NU  
Tel: +44 (0) 20 7284 8400  
[contact@vision33.co.uk](mailto:contact@vision33.co.uk)  
[www.vision33.co.uk](https://www.vision33.co.uk)

