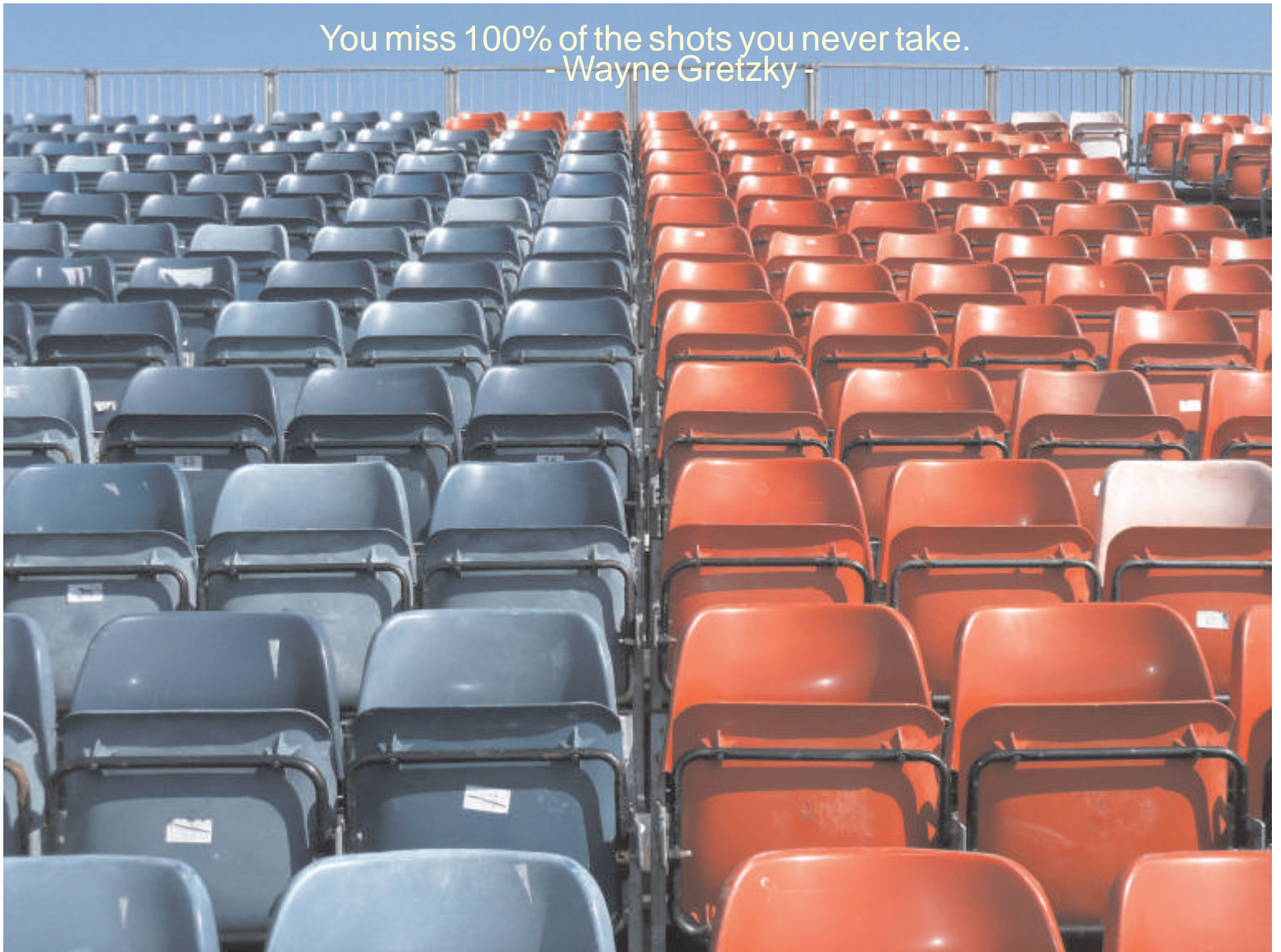


Customer Success Story

Silicon Valley Sports & Entertainment (Merchandise Division)

You miss 100% of the shots you never take.
- Wayne Gretzky -



Dramatic Improvement in
Business Processes.
Increased Visibility over Operations.
Rapid ROI. Easy to Use.



Silicon Valley Sports & Entertainment

Silicon Valley Sports & Entertainment is a division of the San Jose Sharks organization that was created in the summer of 2000 to oversee the business operations of the San Jose Sharks, HP Pavilion at San Jose and select HP Pavilion events. With extensive expertise and capabilities, SVS&E manages the San Jose Sharks business operations - that include: marketing, corporate partnership sales management, broadcast, ticket sales, event presentation, community programs, media relations, advertising, facilities, promotions, publishing, merchandising and additional areas of the organization.

In 2003, SVS&E Merchandise was formed to provide key services that include: graphics and production, event merchandise management, online stores with fulfillment and customer support, VIP Gifting and motivational/recognition programs.

SVS&E Merchandise also produces quality accessories for the San Jose Sharks, SAP Open Tennis Tournament, Sharks Ice at San Jose (the Sharks training and public skating facility), Sharks Ice at Fremont, and the American Hockey League's Worcester Sharks (the Sharks top development affiliate), as well as select HP Pavilion events such as American Metal & Iron Fight Night at the Tank (professional boxing) and Strike Force Mixed Martial Arts and the San Jose SaberCats of the Arena Football League.

The SVS&E Merchandise division procures and sells all the merchandise associated with the many sports venues and teams they own and manage. The merchandise includes custom game jerseys, hats, shirts, and a variety of miscellaneous items as well as sports equipment for the professional and junior ice hockey teams.

QUICK FACTS



Company

- Name:** Silicon Valley Sports & Entertainment
- Business Division:** SVS&E Merchandise
- Industry:** Sports & Entertainment
- Products & Services:** Graphics & Production, Event Merchandise Management, Online Stores, VIP Gifting and Motivational/Recognition Programs
- Website:** www.svsemerchandise.com
- Corporate Website:** www.svse.net
- Implementation Partner:** CitiXsys

Challenges and Opportunities

- Improve ability to manage inventory valuation and visibility of transactions in real-time
- Integrate the enterprise accounting structure to ensure the easy transfer of data into appropriate accounts
- Realignment of the business processes and various components of the Merchandise division

Objectives

Integrate all facets of the Merchandise division to include:

- All transactions within the HP pavilion
- Three remote ice centers
- The professional hockey team equipment and supplies
- 15 eCommerce websites

SAP Solution and Services

- SAP Business One (Professional)
- SAP Business One(CRM)
- SAP Business One (eCommerce)

CitiXsys Solutions

- iVend Retail
- Inventory Management
- Credit Card Application
- Item Matrix

Success Story





The Solution...

SAP Business One from SAP

iVend Retail, Inventory Management,
Credit Card Application and Item Matrix

from CitiXsys.

SOLUTION HIGHLIGHTS

Implementation Highlights

- ❑ Implemented software in 12 weeks
- ❑ 30 Users
- ❑ 15 Websites
- ❑ 3 Warehouses
- ❑ 22 POS terminals

Business Benefits

- ❑ Visibility and transparency of operations across the entire enterprise
- ❑ Improved purchasing and forecasting
- ❑ Consolidated retail sales data with improved accuracy and transparency through the CitiXsys POS solution
- ❑ Substantial ROI resulting from the reduced cost of eliminating external vendors for hosting/maintenance of systems
- ❑ Improved pricing flexibility for discounts and promotions
- ❑ 360 degree view of the merchandise division, revenue, costs and inventory valuation in real-time
- ❑ Real-time order status information leading to higher customer service levels
- ❑ Business process simplification and ability to provide management reports very quickly

Why SAP

- ❑ Ease of use
- ❑ Rapid deployment
- ❑ Ability to integrate fully with the SAP Enterprise Solution

Why CitiXsys

- ❑ Largest SAP Business One Partner with solutions that quickly and easily integrate with SAP Business One
- ❑ Extensive Retail Solution Portfolio that address business needs (inventory tracking and management, POS)
- ❑ Ability to provide additional support and expertise in the SAP Business One domain

Business Challenge

As orders poured in, the SVS&E Merchandise division found it increasingly difficult to manage operations. With disparate systems that were not fully integrated, the management found it spent many hours on data loading and consolidation with no real traceability. Using QuickBooks POS for their stores and kiosks at the HP Center, a considerable expense was incurred in outsourcing their websites and eCommerce sites to an external company, in addition to a POS system located at their remote ice facility. With lack of consolidated data the company had limited visibility into its sales transactions, inventory and financial data hampering growth and profits. The performance of simple everyday tasks, such as purchase orders, creating new promotions, and upgrading stock and sales information – became bogged down in the large number of transactions and lack of critical business information. Compounding these challenges was the need to sustain business relationships with key corporate accounts and clients and the desire to offer enhanced products and service levels. What the enterprise needed was a consolidated view of the merchandise division's inventory valuation and financials, and an easy way to transact with their customers, suppliers and sponsors.

The Solution

The move to SAP Business was a clear step forward in integrating and effectively managing its financial and operational data more easily. In addition, selecting CitiXsys solutions to complement its SAP investment seemed the right choice as it easily integrated with SAP Business One. By implementing Item Matrix, Inventory Management, iVend Retail and the Credit Card Application from CitiXsys, SVS&E has not only automated and streamlined its business processes but also gained a positive return over its IT investment for the present and in the long run.

Success Story





Successful businesses make smart decisions...are you making them today?
Profit. Agility. Growth. Are you ready for success?

Visit us at: www.citixsys.com

USA - New York
7th Floor, 1230 Avenue of the Americas
New York, NY 10020
USA
T: 1 212 745 1365
F: 1 646 349 3441
E: newyork@citixsys.com

EMEA - London
Lakeside House, 1 Furzeground Way,
Stockley Park, Uxbridge UB11 1BD
United Kingdom
T: 44 0 208 622 3006
F: 44 0 845 280 8848
E: london@citixsys.com

Asia Pacific - Sydney
Tower 2, Level 20, 201 Sussex Street
Sydney NSW 2000
Australia
T: 61 2 9006 1616
F: 61 2 9006 1515
E: sydney@citixsys.com

Canada - Toronto
8th Floor, 2425 Matheson Blvd. East
Mississauga, ON L4W 5K4
Canada
T: 1 905 361 2886
F: 1 905 361 6401
E: toronto@citixsys.com

India - New Delhi
A-24/5, MCIE, Mathura Road
New Delhi 110044
India
T: 91 11 42696666
F: 91 11 42696600
E: newdelhi@citixsys.com

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