

# Silicon Valley Sports Entertainment

## Customer Case Study

### IN BRIEF

#### Company

Silicon Valley Sports Entertainment

#### Industry

Retail – Sports Merchandize

#### Challenge

- ➔ Reduce stock out and over stock situations at stores
- ➔ Integrate enterprise accounting structure to ensure easy transfer of data into appropriate accounts
- ➔ Improve ability to manage inventory valuation and visibility of transactions in real time

#### Solution

iVend Retail

#### Benefits

- ➔ Consolidated retail sales data with improved accuracy and transparency through iVend Retail Management Solution
- ➔ Improved purchasing and forecasting
- ➔ Improved pricing flexibility for discounts and promotions
- ➔ 360 degree view of the merchandise division, revenue, costs and inventory valuation in real-time

#### Country

Australia



## Sustainable Growth



SVSE now has the confidence to grow its business, thanks to iVend Retail Management System



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*"The implementation and roll out of iVend Retail at SVSE utilizing the consulting resources of CitiXsys was definitely a positive experience. We found their attention to detail matched our Company's high standards of quality and customer satisfaction. Communications between all parties was prompt and professional. We will continue to grow our business using software and services from CitiXsys" says*

*Mary Keen,  
GM Merchandize - SVSE*

Silicon Valley Sports & Entertainment is a division of the San Jose Sharks organization that was created 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.

SVS&E Merchandise also produces quality accessories for the San Jose Sharks, SAP Open Tennis Tournament, Sharks Ice at San Jose, Sharks Ice at Fremont, and the American Hockey League's Worcester Sharks, 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.

### 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.

One of the biggest challenges was to have an ability to quickly setup retail kiosks in the HP Center arena during game nights. With only 10 min break between games, it was challenging to increase sales, reduce transaction processing time and reduce stock out & overstock situations. It was imperative to have flexibility in setting up promotions with inventory visibility across stores.

Customer  
Case Study

Using QuickBooks POS for their stores and kiosks at the HP Center arena, a considerable expense was incurred in managing the overall retail operations. 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 retail operations, inventory valuation and financials, and an easy way to transact with their customers, suppliers and sponsors.

### The Solution

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

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