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Arena Sports Case Study

Automating Financial Processes For the
Sporting Facility Industry

About the Client

Arena Sports is a national leader in the indoor sporting facility industry. They operate multiple locations in the greater Seattle area. Arena Sports also operates two subsidiaries, Lil' Kickers soccer franchise and SportsIT registration software.

Client Challenge

Arena Sports owns and operates multiple indoor sporting facilities. Its proprietors also own the Lil' Kickers soccer franchise business as well as the SportsIT registration software system. Although they were all CPAs and possessed solid knowledge of bookkeeping and accounting principles associated with operating three distinct companies, the owners collectively believed that their efforts were best leveraged by growing the businesses and analyzing financials as opposed to preparing them. Arena Sports had attempted to outsource their accounting and bookkeeping functions multiple times in the past, but they were routinely dissatisfied with the companies they hired. The companies they selected consistently took too much time to input data and generate reports, and Arena Sports' owners found that none of the companies they retained implemented basic, internal accounting controls for their financials. This was extremely frustrating for Arena Sports, as the owners felt that they were constantly reinserted into the front-end accounting work that was required.

The Solution

At the suggestion of an industry colleague, Arena Sports contacted Analytix Solutions to manage their accounting and bookkeeping functions. The owners of Arena Sports were immediately satisfied with the detail and precision with which Analytix approached the accounting and bookkeeping needs of the three companies. More importantly, the owners were impressed by the level of automation that Analytix Solutions instated into their accounting processes. Shortly after they were hired, Analytix Solutions integrated Arena Sports' QuickBooks system with their SportsIT registration software, which allowed for daily updates to their financials. In addition, Analytix also automated Arena Sports' cash receipt collections at their front counter, which decreased the risk of potential fraud among staff members. Don Crowe, CEO and co-owner of Arena Sports, Lil' Kickers and SportsIT, explains, "One of Analytix Solutions' greatest strengths is that they look at every single process, and they automate it as much as possible. This greatly reduces the risk of inaccuracies, and it makes us more efficient as a business. Other companies we tried using just threw more manpower at a situation, which ultimately increased our costs. Analytix Solutions is now our entire accounting department, and they have added great economic value to our businesses."

Results

Arena Sports continues to use Analytix Solutions for their accounting and bookkeeping needs across all three business lines. Although the cost of outsourcing their accounting department to Analytix Solutions was comparable to the cost of outsourcing these functions to similar companies, Analytix Solutions has provided Arena Sports with better, more timely reporting and access to data.

In addition, Analytix Solutions has provided the following to Arena Sports:

- **Confidence in data integrity and accuracy of financials**
- **Reduced the risk of potential fraud among staff members by streamlining and automating cash receipt collections at their front counter**
- **Significant cost savings in operational capacities**
- **More timely reporting and 24/7 access to updated financials**
- **CEO & CPAs have more time to analyze financials and to focus on growing the businesses**

Testimonial

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Don Crowe, CEO & Co-owner
ARENA SPORTS, LIL’ KICKERS & SPORTSIT

About Analytix Solutions

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single source, business solutions. We provide small to mid-sized businesses with a full range of accounting services, ranging from bookkeeping to CFO services, in addition to accounting systems automation and integration.