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DreamSports Case Study

Enhancing Business Intelligence for Indoor Sporting Facilities

About the Client

Dreamsports Center is an indoor sports facility based in Apex, North Carolina. They offer an array of youth sports leagues, instructional programs and camps, in addition to running several adult leagues.

Client Challenge

Dreamsports Center is an indoor sporting facility focusing on league play and youth sports. The current owners purchased an existing operation with the objective of maximizing business at the underutilized facility. The previous owners had operated the business via a manual registration process, which generated an immense amount of paper work that was time consuming to generate, organize and store. The manual registration process also offered no reporting mechanism making it extremely difficult for the new owners to monitor how the business was progressing. They had no operational business intelligence or reporting that could assist them in making decisions to move the business forward. Furthermore, Dreamsports Center had a bookkeeper on staff that assisted with data entry, but the company needed to retain an accountant to assist with the more advanced financials, which was very costly. As a result, they began investigating options for automating the manual registration process and for outsourcing their accounting needs.

The Solution

Dreamsports Center was referred to Analytix Solutions by a colleague in the indoor sporting facility industry. Analytix Solutions had worked with numerous other indoor facilities, and their combined accounting and bookkeeping services, low cost structure and industry knowledge greatly appealed to the growing company. Dreamsports' first priority was automating the registration process, and they implemented the SportsIT software program to accomplish this. Analytix Solutions also had previous experience with this platform, making them a natural fit with Dreamsports' business objectives.

Upon hiring, Analytix Solutions developed a linkage between Dreamsports' accounting software and the SportsIT registration system. This immediately provided Dreamsports' owners with the ability to capture and analyze data that was integral to their business. Steve Werner, General Manager for Dreamsports, indicates, "Analytix Solutions developed an integrated system that allowed us to look ahead at our budgets and gain a much better handle on where we stood financially. We have a very short window with our customers, 8-10 weeks for some camps or leagues but at times just a single day. Being able to see our customer trends that rapidly is of the greatest importance to us." In addition to integrating the registration and accounting systems, Analytix Solutions also began managing the accounting and bookkeeping functions for Dreamsports as well as preparing their tax returns, which resulted in significant cost savings.

Results

Dreamsports considers Analytix Solutions an invaluable partner in growing their business, especially with regard to their expertise in the indoor sporting facility industry. Werner explains, "The fact that they are working with similar companies allows us to benchmark ourselves against other facilities and evaluate how we are performing against industry standards and norms."

In addition, Analytix Solutions has provided the following to DreamSports:

- Automating the registration process provided more time to focus on growth of the business
- The linkage between accounting and registration gave DreamSports' owners the ability to capture and analyze data that provided insight into customer trends and enhanced industry knowledge
- Implementing an outsourced accounting and bookkeeping solution reduced costs by 45%
- Streamlining operational procedures provided greater efficiency and accuracy in financial reporting

Testimonial

"Analytix Solutions developed an integrated system that allowed us to look ahead at our budgets and gain a much better handle on where we stood financially. Having the ability to quickly see changes in customer trends is of the greatest importance to us. The fact that Analytix works with companies similar to ours allows us to benchmark ourselves against other facilities and evaluate how we are performing against industry standards and norms."

Steve Werner, General Manager
DREAMSPORTS CENTER

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.