



Case Study: American Youth Soccer Organization



American Youth Soccer Organization Scores with Tribridge and Microsoft Dynamics® GP

BUSINESS SITUATION

Limited Functionality, Unstable Platform

When Steve Meisberger was hired as AYSO's Chief Business Officer, he was immediately given the task of examining the current applications and technology platforms that were being used to manage the organization and provide member services. Prior to his arrival, a new system had been selected; however the implementation was stalled and not going well. "It became clear after a few weeks that the system selected was not going to meet our needs," said Steve, who had a career of selecting and implementing ERP systems.

AYSO was replacing several custom developed applications running on a variety of platforms. The applications had several limitations and the technology was not stable. "Our chart of accounts supported only a two-digit general ledger code," said Steve. "Since we exist to support our members, customer service is critical. We were unable to provide good reports for our members and it took weeks every month to process financial statements for the 1,000 regions we support." AYSO also manually mailed out the reports, incurring the additional costs of temporary help and postage.

Access to Data a Challenge

As a member-based organization, AYSO also provides training materials to its members. "We depend on our volunteers to run our regions, and oftentimes we ask parents who have no experience in running a business to serve as treasurers, not to mention ask them to manage teams or referee games," said Steve. "The training materials we provide are critical for this development. Because our inventory system was antiquated, we had little access to data, which caused inaccurate levels of training materials to be produced."

"Our technology initiative was overwhelming," reflects Steve. "We started by breaking it up into manageable pieces." Once the on-line membership application was in place, the next step was the financial system. While there were several application options available that Steve had worked with in prior positions, AYSO needed a solution that would grow with them and was built on a reliable technology platform. "We wanted to homogenize our platform and standardize on Microsoft technologies," said Steve. "I also knew how important it was to find the right consulting company to implement the system." AYSO selected Tribridge and Microsoft Dynamics GP.

SOLUTION: Microsoft Dynamics® GP

ABOUT AYSO



The American Youth Soccer Organization (AYSO) was formed in 1964 to support the needs of nine teams in Southern California. Today, AYSO is the country's largest centrally managed sports organization and supports 50,000 teams and more than 650,000 players nationwide with the help of 250,000 volunteers. AYSO is a membership-based organization that helps soccer regions manage their teams, from finances to training volunteers to be coaches and referees. It employs 50 people at its National Support and Training Center in Hawthorne, California.

Tribridge is a valuable resource for AYSO. Their willingness to learn and understand our business, along with their technical expertise, is a great help to us.



We help our customers become more productive, profitable, competitive and secure.



SOLUTION

"We found Tribridge through a referral from Microsoft," said Steve. "When we met with them, we felt very comfortable that they were the right fit for us. Tribridge was a similar size organization and their consultants knew Microsoft Dynamics GP really well."

Redesign of Business Processes

"Before we started the implementation, Tribridge spent a couple of weeks with us onsite learning and understanding our business," said Steve. "They took the time to visit with everyone here to understand what we needed to do our jobs better." This process allowed AYSO to redesign many of the current business processes, including a general ledger structure that would streamline the reporting process. "Tribridge was a tremendous help with redefining our processes," said Steve. "Because they took the time to learn our business, Tribridge made some valuable recommendations on how to set up our system, which saved us money in the long run."

One area that Tribridge helped with was the redesign of AYSO's chart of accounts. "Once the general ledger was designed, we implemented FRx to create the financial statements we needed for each of our 1,000 regions," said Steve. "Now, financials are exported to a PDF file and sent from Dynamics GP to the member's on-line account. We are able to turn this around very quickly. The speed at which members have access to data now is extraordinary."

Automatic Integration of Data

Tribridge implemented Microsoft Dynamics GP Integration Manager to facilitate AYSO's integration of Microsoft Dynamics GP with its in-house membership management applications. "Now, we don't have to key information into two different systems," said Steve. "Tribridge created a routine that runs frequently throughout the day that shares information between Dynamics GP and our membership management system." The integration is smooth since AYSO standardized on Microsoft technologies and can take advantage of .NET and SQL technologies. "A regional treasurer can log into their on-line account and see invoices, history and financial statements," said Steve. "We want to help as much as possible with the business side, so our volunteers can focus on providing local soccer programs."

BENEFITS

We decreased our number of full-time paid staff by 21%," said Steve. "We no longer have people doing mindless tasks such as stuffing envelopes or keying data. Our staff now focuses on developing better programs and training materials to deliver to our members."

Tribridge implemented the inventory module to manage inventory of the training materials sold and customized the sales order module to fit AYSO's needs. "We have been able to decrease on-hand inventory by 50%," said Steve. "We can track what is being sold and plan better to meet the demands of our members. Our old inventory system provided no meaningful reports and we had no access data, which made decision making a challenge."

SOLUTION: Microsoft Dynamics® GP

THE RESULTS

- Paid full-time staff reduced by 21%
- On-hand inventory decreased by 50%
- Better decision making
- Faster distribution of financial statements
- Smooth integration with other Microsoft technologies

WHY TRIBRIDGE?

- Proven experience in the service industry
- Solid reputation with Microsoft
- Collaborative approach
- Fast response time
- Local presence

CONTACT TRIBRIDGE

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