How Will One of the World's Most Popular Sports Leagues Radically Transform the Football Experience?

There is nothing that brings people together like the shared joy of sports. And when it comes to football (or soccer, as it is known in the United States), there's no organization bringing more passion to the game than LaLiga (Spain's Liga Nacional de Fútbol Profesional). Whether it's hosting professional matches or sponsoring football programs for youth or the disabled, LaLiga is dedicated to creating a safe environment where everyone can enjoy the game and deepen their sense of community and pride.

Despite its success, LaLiga isn't comfortable with the status quo. It wants to disrupt the industry and dramatically expand and diversify its business by becoming a lifestyle brand, an entertainment company, and an online and offline entertainment destination that taps into the world's love of football. To do this, LaLiga needed an innovation partner to help it achieve the agility and insight it seeks by moving away from manual processes that consume working hours and employing new technologies such as predictive analytics. Working with Birchman Group and IBM, it implemented SAP S/4HANA® Cloud, SAP SuccessFactors® HCM Suite, and SAP Ariba® solutions. Now, it has a powerful, integrated digital core and modern, flexible, user-friendly tools that will help expand services, improve procurement processes, support employees, and create new and exciting ways for fans to engage in and experience football.

"Every weekend, we put on a massive event watched by nearly three billion people. But we want more. We want to be an incredible entertainment brand, to provide the very best entertainment product, and to surprise people – all over the world."

Joris Evers, Chief Communications Officer, LaLiga (Liga Nacional de Fútbol Profesional)

LaLiga is the top professional division of the Spanish football league system and one of the most popular professional sports leagues in the world. Within four years, the company has grown from 40 to roughly 450 employees located in 40 international offices. To keep up with this rapid growth and to support geographical and business model–expansion strategies, it needed a world-class IT infrastructure. With SAP S/4HANA® Cloud, SAP® SuccessFactors® solutions, and SAP Ariba® solutions, LaLiga has the flexibility to grow and innovate like never before.
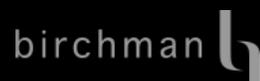
42
Football clubs

42
Stadiums
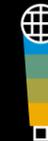
>700 million
Households streaming matches worldwide

Top
League in Europe for 13 years – longer than any other country

LaLiga

birchman

IBM

SAP

Preparing to Score Major Business Transformation Goals with SAP® Solutions

LaLiga (Liga Nacional de Fútbol Profesional)
Madrid, Spain
www.laliga.es

Industry
Sports and entertainment

Products and Services
Management of a football league, games, and stadiums

Employees
450

Revenue
€3.8 billion

SAP® Solutions
SAP S/4HANA® Cloud; SAP S/4HANA Cloud solutions for cash management, for receivables management, and for treasury and risk management; SAP® SuccessFactors® HCM Suite; and SAP Ariba® Sourcing, SAP Ariba Contracts, and SAP Ariba Supplier Lifecycle and Performance solutions

When LaLiga needed to replace outdated IT systems to keep up with growth and expanding opportunities, it chose SAP for its deep industry experience and next-generation, intelligent ERP innovations.

Before: Challenges and Opportunities
- Replace outdated and disparate IT systems across lines of business with a powerful digital core to unify processes and support rapid growth and changing business strategy
- Provide management with reliable, up-to-date information – anytime, anywhere
- Find innovative solutions to support leagues, stadiums, fans, and players with a modern, consistent user interface
- Get the right talent on board, manage people effectively, and gain a transparent view of the global workforce

Why SAP, Birchman Group, and IBM
- Cloud solutions that are updated quarterly with the latest innovations and can be quickly scaled for growth
- Machine learning, predictive analytics, the Internet of Things, and artificial intelligence technologies to help improve everything from infrastructure maintenance and safety to financials, purchasing, employee retention, and the fan experience
- Services teams with expertise in SAP software deployments from Birchman Group (for SAP S/4HANA Cloud and SAP SuccessFactors solutions) and IBM (for SAP Ariba solutions)

After: Value-Driven Results
- Process automation across lines of business, significantly reducing manual, time-intensive tasks
- Greater resource availability and cost savings that can be invested in purpose-driven community activities
- Real-time financial data to better manage clubs and stadiums and provide exact P&L on each match
- Modern HR tools that drive the growth and brand-expansion strategy by attracting the best people, increasing knowledge about employees, and supporting job satisfaction and success
- Automation to allow procurement to focus on improving purchasing agreements and supplier relationships
- Deeper insight into ways of enhancing the fan experience online and at the stadium, such as making sure matches are scheduled for maximum viewership and start on time
- Vision to create a fully live, end-to-end stadium experience from ticket purchase to postgame departure

"SAP solutions provide the flexibility and innovation support we need to adapt to change and become the world's best entertainment company."

José Guerra Álvarez, Director, Corporate Operations, LaLiga (Liga Nacional de Fútbol Profesional)

Featured Partners

birchman

IBM

Real-time

Financial information and analysis that was not available with the previous system

3 days

Cut from the time required to complete month-end processing

Watch to see more on how LaLiga is working and winning with SAP software.

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