



# David Leadbetter Golf

Building a global brand with SAP Business One®

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Benedict Riches, Managing Director  
David Leadbetter Golf



## Company

**Name:** David Leadbetter Enterprises Inc

**Industry:** Golf training services and merchandise

**Customers:** All levels of golfer from beginner to Tour player

**Employees:** 20 direct staff, 60 certified instructors across the globe

**Location:** Headquartered in Florida with 25 academies around the world including UK, France, Germany, Spain, Turkey, Japan, China, Korea, Indonesia, Vietnam, and soon South America.

[www.davidleadbetter.com](http://www.davidleadbetter.com)

## Business Challenges

- Limited visibility into inventory and revenue streams
- Duplicate data entry into disparate systems
- Need for remote access to application

## Existing Environment

QuickBooks  
Microsoft® Excel  
CRM

## ERP Solution

SAP Business One®  
zed eCommerce  
Amazon Web Services Cloud  
POS software

## Benefits

- Inventory management for efficient cost control resulting in 17% reduction in inventory.
- Complete view of real-time business data allowing them to achieve 15% uplift in revenue.
- Integrated business solution provides transparency for efficient management of academies with a 12% increase in instructor productivity and capacity.
- Analytics tools for insight into how to better service key business partners for better relationships.

David Leadbetter Golf is a leading golf instruction and golf product design company started by renowned golf coach David Leadbetter in the 1980s. The company operates a licensing model and currently employs 20 direct staff and another 60 certified instructors operating 25 golf academies in 13 countries. The company is the original golf instruction brand and offers a holistic approach to golf instruction from swing analysis and course management to mental preparation and physical conditioning.

In addition to running golf academies, the company also sells training aids and golf merchandise through their online store. As the authority in golf instruction, David Leadbetter Golf chose SAP Business One to ensure a good position to grow and build a sustainable brand and business that will live beyond David's legacy.

In recent times, the business has been faced with changing trends in golf, especially in the global arena. While golf participation and interest has declined over the last 5 years in North America and Europe, the interest has soared in Asia, Middle East and South America. They are looking to build a global brand that will allow them to compete on a different level and seeking to further expand in these regions.

## Managing the business with a blind shot

Prior to moving to SAP Business One, David Leadbetter Golf was using a few systems to help manage their operations, including QuickBooks and Microsoft Excel. Initially, the company found that the systems were sufficient to manage operations. However, with the global shift in golf trends, they realized that they needed to expand their business internationally which led them to re-evaluate their internal operations.

With data residing in different systems, they found that reconciling data to a central location was an impossible task. They had limited visibility of their business performance, including inventory, expenses and a clear picture of revenue coming from all their franchises around the world. These challenges affected the executive management's ability to make strategic decisions.

## Choosing the right club for global expansion

After evaluating several different enterprise resource planning (ERP) solutions, David Leadbetter Golf selected SAP Business One hosted on the Amazon Web Services (AWS) cloud to provide them complete visibility and security of their global business. Benedict Riches, Managing Director of David Leadbetter Golf says, "We felt that SAP Business One was the most secure and audit-driven system we could implement. Other software packages do not have the added security that we felt SAP Business One has. Also, the reporting features were excellent for our managers to use."

They also considered QuickBooks point of sale (POS) during their evaluation phase but doubted the level of security that QuickBooks could offer and ultimately chose SAP Business One.



## Owning the swing with SAP Business One and Vision33

During the implementation process, David Leadbetter realized that their record-keeping was not as precise and detailed as they needed. Vision33 introduced them to cycle counting with SAP Business One, which they thought was a great asset since they could now value their inventory correctly. Several valuation adjustments were also made to inventory as they could not quantify the value of their total inventory prior to SAP Business One. They also realized that they were losing information during the data transfer from a third party software and journal entries into QuickBooks. Vision33 implemented zed eCommerce functionality which gave them a holistic view of their customer base and their top-selling products while being able to better understand global market demands for future planning.

David Leadbetter Golf not only gained new methods and ideas to better manage their operations from Vision33, they were also working with the right implementation partner for the job. "We received genuine customer service from Vision33. We had very good representatives from Vision33 to assist in our implementation process. Daily communication and on-site visits assisted in gathering the information required to export our existing data from QuickBooks to SAP Business One. The team from Vision33 was a great asset in the implementation process along with our team working closely to ascertain that all information was entered correctly," adds Benedict.

*"SAP as a partner allows us to continue to be innovators. Goals in the '80s and '90s were different; now you need technology and to innovate with the future in mind. Understanding what SAP Business One and its analytics can do and learning what you do in business and applying that to the sport is profound."*

Benedict Riches, Managing Director of David Leadbetter Golf



## Acing the game with SAP Business One

Since implementing SAP Business One, David Leadbetter has been able to gain better transparency of their inventory, revenue streams and expenses. They can now identify areas of the business that are profitable to further monetize their products and services. So far, they have seen a 15% uplift in revenue, an estimated 10% reduction in operational costs and 17% reduction in inventory to optimize stock; and this is just the beginning.

Golf academies now run more efficiently with instructors performing to their optimum capacity and potential through analysis of instructor's thresholds. Their billable hours have increased by 12% in capacity and resource improvements, and their efficiency and productivity rate amongst headquarter staff has increased by 17%.

In addition, the company has also seen other benefits, including the ability to manage their financials in a more realistic and real-time process with budgeting and cycle counting functionality - tools that are not available in QuickBooks.

## Making the next play

The stability, functionality, and benefits of SAP Business One have allowed David Leadbetter Golf to be more forward-thinking about their company goals. "SAP as a partner allows us to continue to be innovators. Goals in the '80s and '90s were different; now you need technology and to innovate with the future in mind. Understanding what SAP Business One and its analytics can do and learning what you do in business and applying that to the sport is profound," says Benedict.

David Leadbetter Golf is now looking forward to building long lasting relationships with franchises and students and making the most of predictive analytics to better meet global demands.

## About the Implementation Partner: Vision33

Vision33 ([www.vision33.com](http://www.vision33.com)) helps you to challenge your business processes and find efficiencies that help you attain your business goals and vision for growth and success. Vision33 is a business process implementer and the leading global provider of the SAP Business One enterprise resource planning (ERP) solution for growing businesses and subsidiaries of large enterprises.

Vision33 provides SAP Business One consulting services (from requirements and process consulting through to implementation and its industry leading Vision33 TOTAL Care support program). Vision33 brings you access to the world's largest and most experienced team of SAP Business One consultants, located in offices around the globe. Through its global services team, Vision33 has certified consultants available anytime, anywhere for your international SAP Business One projects. Vision33 has the diverse industry expertise, geographic reach, hands-on

approach, and methodology to ensure SAP Business One meets your unique business requirements.

Whether you are a growing business with one location, expanding into new markets or a large enterprise running SAP with subsidiary operations, Vision33 brings extensive business process knowledge, detailed product expertise, and innovative strategies to unlock the potential of SAP Business One for your business. Vision33 is there to help you leverage the best of technology to meet your business vision and goals – to ensure you get superior value from your technology investment today and into the future.

Vision33 was one of the first VARs focused on reselling SAP Business One since 2003 and maintains a dedicated focus on the application. The company's broad global presence builds upon the its local market insight from local sales offices and American headquarters

in Irvine, California; Canadian headquarters in Vancouver, British Columbia; and UK headquarters in London, England.

As a member of the United VAR network for SAP, Vision33 is supported by a strong global ecosystem of partners to ensure quality and consistency for global roll out phase of SAP Business One. This means that each implementation leverages world leading SAP competence that understands industry and regulatory requirements of international markets. This tight network of leading SAP partners from around the world has excellent industry-specific know how and extensive SAP experience around the globe.

Vision33 is a member of Group zed, a privately owned and operated holding company headquartered in St. John's, Newfoundland, Canada.

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