

Go! Digital transformation at São Paulo Futebol Clube

This is a story about how one of the world's top football clubs asked how it could achieve a winning position in our new digital world, and how by partnering with Atos, São Paulo Futebol Clube (SPFC) could get to the top of the table in terms of digital innovation.

Since its foundation in 1930, SPFC has grown to have one of the largest and most faithful fan bases in Brazilian football. Enterprises in any other sector can learn a lot from football. Football is the ultimate demonstration of customer loyalty: once an SPFC supporter, always an SPFC supporter.



Atos

The context

Today's fans engage with their club in ways their parents could not even have imagined. Their online presence stays right up to date with the latest digital trends, and the club is committed to serving these changing behaviors - and seizing the associated opportunities.

Like many enterprises, their administrative systems grew organically from the ledger-based processes that had existed since their earliest days. In recent years, the back-office functions were computer-based, but although Excel was great 20 years ago, a modern data-driven enterprise needs more.

But today's digital revolution is about much more than customer engagement.

SPFC is big business. With annual revenues of €117 million, SPFC is a major business enterprise, and must achieve the highest levels of transparency and compliance. All Brazilian football clubs must now comply with PROFUT, the Modernization of Management and Fiscal Responsibility regulations.

In all these areas, digital innovation makes an essential contribution to efficiency, transparency and accuracy.

The challenge

With Atos as a digital transformation partner, SPFC has made a major step forward in terms of operational efficiency.

Perhaps even more importantly, the club has laid the foundations for a wealth of new digital creativity. With the cloud delivery of its SAP HANA environment, SPFC can look forward to ever-closer relationships with sponsors, with licensed service providers, and, most importantly, with a new generation of players and fans.

The solution

Early in 2015, Mario Quezada was appointed Director of IT and Infrastructure at SPFC. Mario had a clear vision for the future foundation of digital operations for the club.

A unified SAP HANA platform would deliver the combination of integration and agility needed to ensure that all digital processes at the club could be operated efficiently, securely and cost-effectively.

The world's top football clubs use SAP to optimize player performance, business management and engagement with fans.

SPFC is now part of the elite football community.

SPFC chose Atos as its partner in this critical digital transformation initiative. Not only could Atos demonstrate the necessary expertise gained in over 6,200 successful SAP engagements worldwide. Choosing Atos gave SPFC access to over 12,000 SAP specialists worldwide with a strong local presence in Brazil. Atos could also demonstrate all the essential integration and project management skills needed to safeguard essential SPFC heritage applications and ensure a smooth and timely roll-out within budget. Being official IT partner to the Olympic games showed strong sports technology credentials too.

The goals

SPFC has high expectations of its new integrated SAP HANA business platform. It wants an environment that is agile and easy to use. It wants to boost efficiency and decrease IT and administrative costs. The club is achieving all this and more. Initial analysis of performance metrics indicates performance gains of 70% and reductions in IT and administrative costs of 50%.



+70%
Operational Efficiency



-50%
admin costs

«All employees have been positively affected by integration and accuracy of the information, which allows for faster and better decisions.»



Mario Quezada
SPFC CIO

About Atos

Atos is a global leader in digital transformation with approximately 100,000 employees in 73 countries and annual revenue of around € 13 billion. The European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, The Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index.

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