



Basketballverband Baden-Württemberg e.V. (BBW)
Stuttgart, Germany
<http://bbwbasketball.net/>

Industry
Sports and Entertainment

Products and Services
Umbrella organization for regional basketball clubs

Members
25,000

SAP Solutions
SAP® Hybris® Service Engagement Center

Digitizing Administration with SAP® Hybris® Service Engagement Center

BBW is one of the leading regional basketball associations in Germany. Situated in Baden-Württemberg, where 9 out of 34 German professional teams are located, BBW's goal is to grow basketball in the region and provide world-class talent development for its members. The BBW talent development program has, for example, helped Paul Zipser to become a leading NBA player.

Before: Challenges and Opportunities

- Digitize administrative processes for faster and more cost-effective operation
- Align administrative processes such as game management, training camps, referee seminars, and outstanding fees management
- Utilize digitized processes to free up capacity for a talent development program and offer new services

Why SAP

- The innovative approach taken by Business Transformation Services allows fast creation and validation of new business concepts
- SAP® Hybris® Service Engagement Center provides user-friendly and efficient interaction, as well as increasing financial and operational transparency
- The solution enables access to all customer data through one integrated interface. This offers the potential for new business models such as event management services for members

After: Value-Driven Results

- Optimized back-office productivity through digital and automated systems
- Digitized administrative processes to decrease communication/mail expenses and increase revenues
- Adopted automated processes to improve communication channels and increase member satisfaction
- Implemented cloud-based microservices to enable BBW website to go live quickly – just one week after contract signature
- Utilized flexibility of SAP Hybris Service Engagement Center to quickly integrate external game planning systems – within first day of configuration

“Finally, an easy-to-use solution to help improve service to our members and expand our service offering.”

Christoffer Mörbe, Managing Director, Basketballverband Baden-Württemberg e.V.

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SAP Hybris (v)

2,000
teams

1,000
volunteers

>250
clubs

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