



College Football Hall of Fame

Atlanta, Georgia

www.cfbhall.com

Industry

Sports and entertainment

Products and Services

An interactive experience that pulls fans into the world of college football

SAP® Solutions

SAP® Business ByDesign® solution

Helping a Hall of Fame to Reach Even More Fans with **SAP® Business ByDesign®**

Iconic sports organization College Football Hall of Fame was growing into a new space in a new city, and needed to scale operations and realize its growth potential. Implementing SAP Business ByDesign in the cloud with partner Navigator has helped it to grow and serve more college football fans than ever before.

Before: Challenges and Opportunities

- Relocated to a larger, customized space in Atlanta with plans to grow and introduce new revenue streams
- Ran business on spreadsheets using a basic system that could not support increased complexity, new business models, or new products and services
- Hampered by manual reporting that took up valuable time and resources

Why SAP and Navigator

- Robust cloud ERP solution in a user-friendly package with flexible pricing
- Continued partnership with SAP and 24x7 access to support
- Excellent implementation partner in Navigator to make the process easy

After: Value-Driven Results

- Enhanced operational excellence and ability to grow without barriers
- Greater agility and scalability with a robust ERP solution implemented in less than three months
- Better fan experience thanks to operational improvements as well as new content and services

“Thanks to SAP Business ByDesign, we are more scalable: we can add new entities and products more easily. Our operational effectiveness has also improved with the solution **supporting our business and empowering our people.”**

Mark Petersen, VP of Finance, College Football Hall of Fame, operated by Atlanta Hall Management Inc.



Featured Partner



50%

Reduction in time spent on reporting

24x7

Support from SAP