



## CASE STUDY

Using the Power Platform to drive forward sponsorship sales, daily activities and the day to day management of sponsor agreements.



### Objectives

Glasgow Clan use many methods of technology to capture data on sponsorships, this means that the data is spread out over multiple platforms and is not consistent.

To bring one source of the truth to web, mobile and outlook with the same look and feel.

### OUR BENEFITS

#### Benefit One

Project yearly income from sponsorship sales with year on year growth reports

#### Benefit Two

The sales team can view what sponsorships are available to sell for the current and coming season

#### Benefit Three

All contracts and invoices are now generated in one system

### Challenges

During the pandemic Glasgow Clan went through a number of changes in the way that they operate from now owning the Ice Arena to fully running the hockey operations.

Due to this 'The Clan' had no set Business Process for capturing the data and no reporting metrics.

### Solutions

The Glasgow Clan team didn't have the technical skills in-house. So they asked Proximo 3 to carry out the design and build work. ahead of the 2021/2022 EIHL Ice Hockey season.

As a result, they now have a simple, easy to use sponsorship management system based on the Microsoft Power Platform.



Proximo 3 have given invaluable advice when needed and also created bespoke systems that has streamlined the way we operate

**GERRY MCLAUGHLIN,**  
**COMMERCIAL DIRECTOR**  
Glasgow Clan