

Success Story

Sage X3 powers SportPesa's winning streak

The leading gaming and entertainment company chose Sage to transform its operations.

“Sage X3 is at the heart of our business. The integrated solution gives us real-time insights and agility across every department.”

Mwirigi Imungi,
CFO, SportPesa

SportPesa is a pioneer in digital gaming, operating across multiple continents and serving millions of customers. In a fast-moving industry, SportPesa's commitment to innovation and operational excellence sets it apart.

With terabytes of data flowing through its systems daily, SportPesa needed a robust, scalable ERP to maintain its competitive edge and deliver exceptional experiences for both customers and employees.



Company
SportPesa

Location
United Kingdom (global operations)

Industry
Entertainment

Sage Products
Sage X3, Sage 300 People

SportPesa

About SportPesa

SportPesa is a global leader in gaming and entertainment, with operations in Kenya, Tanzania, South Africa, the United Kingdom, and the Isle of Man.



“SportPesa is driven by innovation. We’re always looking for new ways to engage our customers and empower our teams.”

Mwirigi Imungi,
CFO, SportPesa

Reinventing the gaming experience

Founded with a vision to disrupt the gaming industry, SportPesa was the first company worldwide to offer SMS betting on a proprietary mobile platform. This first-mover advantage has fuelled rapid growth and global expansion.

However, rapid growth brought operational challenges. Legacy systems, fragmented data, and manual processes made it difficult to plan, report, and respond quickly to market changes.

“We were using different, fragmented systems for different needs. This led to repeated data entry, costly workarounds, and slow decision-making,” explains Mwirigi.

SportPesa needed a flexible, integrated ERP and HR solution to support its growth in the UK market. Sage stood out for its ability to automate controls and provide tailored access to information.

Centralising operations for agility and growth

Sage X3 and Sage 300 People have transformed SportPesa’s operations. Approval times for procurement have dropped from days to under an hour.

HR engagement has been revolutionised, with employees empowered to access and update their own information, apply for leave, and manage their pay structure.

“We’ve automated everything. Reporting, workflows, and compliance are now managed centrally, freeing our teams to focus on strategic growth,” says Mwirigi.

The finance team has become a true business partner, collaborating across departments to drive performance and unlock new opportunities.

Sage X3 has also improved supply chain visibility, enabling better planning for marketing, merchandise, and accountability.

Fully integrated traceability ensures legal and statutory compliance across all markets.



Driving engagement and innovation

SportPesa's investment in Sage solutions has delivered significant value for employees and customers alike.

Self-service HR tools have increased engagement and feedback, giving leaders a real-time pulse on employee sentiment and needs.

Mobile and cloud technology underpin SportPesa's commitment to continuous innovation and customer service.

"We operate in a dynamic industry. Sage X3 gives us the agility to anticipate change, leverage data, and stay ahead," says Mwirigi.

Sustainable growth and partnership

SportPesa's partnership with Greytrix ensured a smooth implementation, with expert support and proven change management.

"Your ERP system is only as good as your partner. With Sage and Greytrix, we have the right foundation for future growth," says Mwirigi.

SportPesa's work with Sage X3 and Sage 300 People is helping the team manage growth, improve efficiency, and deliver world-class gaming experiences.



Sage

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