

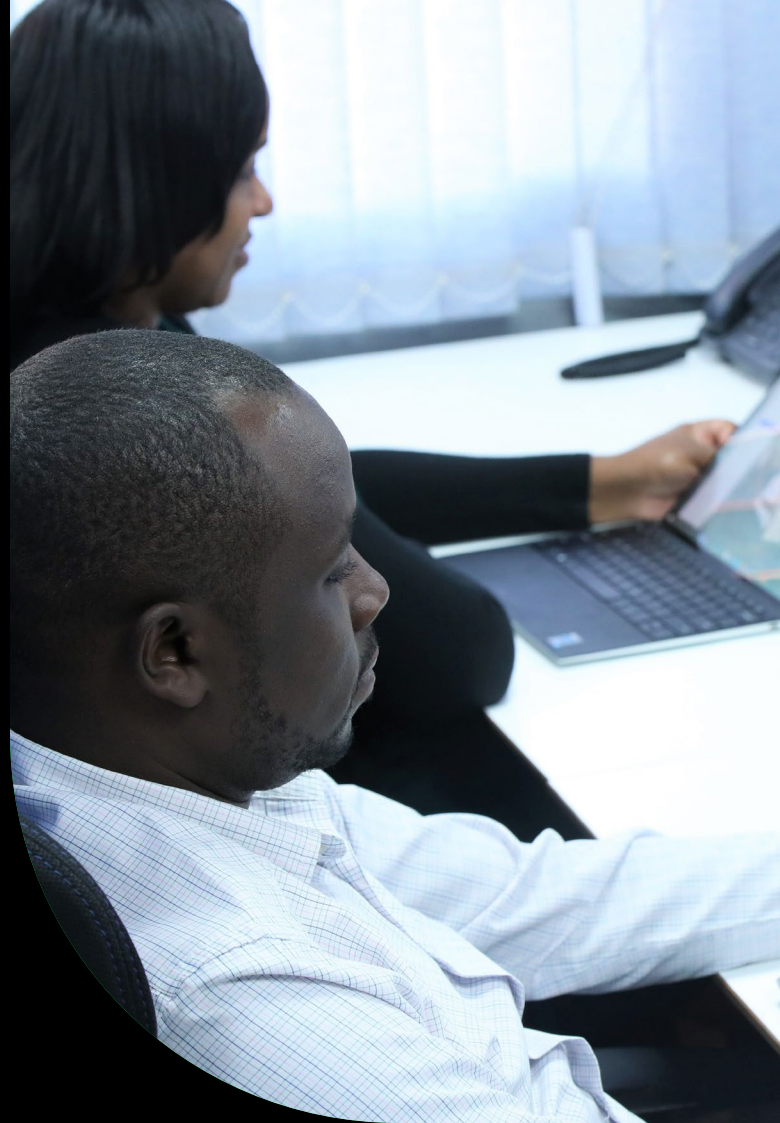
Success Story

SportPesa stays ahead of the game with Sage

SportPesa uses Sage to take every opportunity to enhance the customer and employee experience and maintain its edge in a competitive market

“You can’t embark on a project like this without having a vision of what you want to achieve and a desire to change.”

Mwirigi Imungi
SportPesa CFO



The Challenge

SportPesa, a leading gaming and entertainment company, processes millions of transactions at any given moment. With terabytes of data streaming through the company’s systems every day, it needed real-time insights to maintain the first-mover advantage it had become known for in the market.



The Solution

It played its cards right and found the perfect teammate in Sage.



The Outcomes

- From a single dashboard, SportPesa can understand performance, projection, budgets, and pending items.
- Enhanced engagement between HR and staff has revolutionised the employee experience.
- Procurement approval times have improved from days to under an hour.
- Fully integrated traceability helps to ensure legal and statutory compliance.

Sage

Company
SportPesa

Location
Kenya

Industry
Entertainment

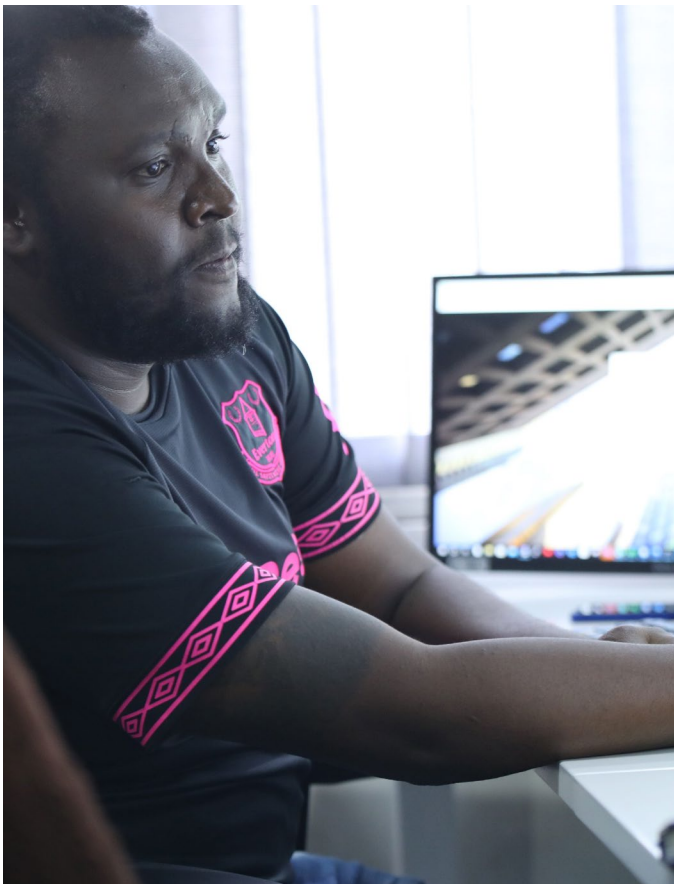
Sage Products
Sage X3 | Sage 300 People

Sage Partner
Greytrix

SportPesa

About SportPesa

The SportPesa brand, in eight years, has grown into a global gaming and entertainment enterprise with a presence in five countries: Kenya, Tanzania, South Africa, the United Kingdom, and the Isle of Man.



Sage 300 People has helped SportPesa to shorten approval times from days to under an hour.

Inefficiencies force SportPesa's hand

SportPesa was the first gaming company globally to offer SMS betting on a proprietary mobile platform, and CFO, Mwirigi Imungi, credits this first-mover advantage for much of the business's growth and success. Driven by a passion for sports and gaming, SportPesa is always testing new, engaging, and fun ways for customers to play online through best-in-class products and tools that ensure its customers play responsibly. But inefficient non-IT operations, on the onset – managed through multiple spreadsheets, decentralised systems, and manual processes – put this competitive edge at risk and made planning difficult and time-consuming.

“It was difficult,” says Mwirigi. “We were using different and defragmented systems to serve different needs in the business. This led to multiple instances of data entry and re-entry, costly workarounds, and efficiency compromises. Our legacy systems were slow, and it was difficult to extract, organise, report on, and use data effectively to not only maximise shareholder value but leverage new business opportunities. We couldn't make decisions on the fly; we had to wait for days for teams to drill down into financial data to understand trends at any given point in time.”

All bets are off when the inefficiency cards are stacked against you

With increased competition in the market, agility and efficiency have become the name of the game. As much as SportPesa was growing, it was lagging from an efficiency perspective. The accounting and procurement departments were out of sync, which made reporting complex and sometimes delayed payments to vendors. A lack of supply chain visibility impacted planning of marketing activities, reordering, merchandise scheduling, and accountability. This exposed the business to increased costs and at times compliance risks. Further, inefficiencies in existing HR systems frustrated staff and negatively impacted engagement and the employee experience.

“We knew that if we didn't get a grasp of our data and were able to understand trends in real-time, we'd lose our competitive edge. But we couldn't deploy an off-the-shelf ERP and HRM solution. Our internal system is all bespoke and optimised to meet specialised requirements. In an ERP and HRM system, we knew we needed a system that would accord us the necessary flexibility and seamlessly integrate into our backend systems. Further, aside from having immediate access to information, we also needed to customise data access to meet unique user needs and automate our internal controls, while being able to easily scale and adapt the solution as our business grows. Taken holistically, Sage was the best option,” says Mwirigi.



“Sage has become integral to our business. The tools have not only centralised our non-IT operations, but they have also significantly increased our decision-making and employee engagement capabilities. Our agility and ability to leverage customer and financial data have enabled us to continuously grow our business, provide new services and functionality and scale our solutions.”

Mwirigi Imungi
SportPesa CFO

SportPesa hits the jackpot with Sage

SportPesa’s mantra is to take every opportunity and make it count. This also applies when deploying new softwares and systems. Mwirigi says there were a few laughs when he explained his vision for the business’s ERP and HRM systems, which he describes as “ambitious”. But three years on, we have successfully implemented a very effective and efficient system and have now embarked on the design of the second generation of the system.

With all information now readily available on any device, the business has shortened approval times from days to mere minutes, boosted collaboration and engagement between employees and HR, and enhanced its competitive edge in the market.

“We’ve automated everything; we no longer manage reporting, workflows and compliance manually, and there are no more spreadsheets. This has enabled teams to move away from spending large amounts of time on the transactional side of the business. The Finance Team is now a strategic business partner, proactively working with departments to deeper understand and grow our business,” says Mwirigi.



Sage X3 helped SportPesa to reduce reporting complexity and improve payments to vendors.

Enhance employee engagement:

The biggest bang for its buck

SportPesa has also significantly enhanced employee engagement by giving staff the ability to access and update their own information. Starting with self-service functionality, such as downloading payslips, applying for leave, checking leave balances, and understanding their pay structure, SportPesa scaled the solution to accommodate advanced functionality like employee reviews, performance management, training, and onboarding and offboarding.

“We’ve moved from a manual, Excel-based space where employees hardly interacted with HR, to having active engagements, with people constantly updating the system and providing feedback. It’s allowed us to get a pulse from our employees in terms of how they feel and what they want. To me, this is the biggest bang for our buck – Sage has changed the way we have been able to interact with our employees, and that’s priceless. We’ve grown because our people have always gone above and beyond to ensure that we’re not just doing what everyone else is doing,” says Mwirigi.

Keeping an eye on the ball

Mobile and cloud technology have been instrumental in enhancing SportPesa’s operational flexibility and helping it to stay committed to offering its customers best-in-class products through continuous innovation and excellent customer service. This, says Mwirigi, is key in an industry that moves fast and evolves constantly.

“Ours is an ever-evolving industry, so we must remain agile and resilient. We need to be able to anticipate operational and regulatory changes in our environment so that we can exploit any first-mover advantages. This has been the hallmark of our strategy, and it is what has made us one of the leading companies in our industry. We take every opportunity and never get comfortable with what we’ve achieved so far. We believe we can always do better and improve on it the next time. It’s why we will continue to leverage new technologies and invest in a pipeline of products that meet our customers’ appetite for innovative products that are simple to understand and easy to use,” says Mwirigi.

A whole new ball game

Mwirigi’s advice to businesses looking to switch to cloud ERP is to know what you want to achieve and to work with an implementation partner who understands your requirements and has expert knowledge on how the system can be customised to meet those needs. Greytrix ticked all the boxes, with a proven track record of successful implementations, capacity to deliver; and excellent communication, technical, and change management support.

“Your ERP system is only as good as the partner you choose to deploy it. With the right partner and a system like Sage, I don’t think there’s anything you can’t do – you just have to keep your eye on the ball,” says Mwirigi.



Sage

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