



The Rugby Football League

Case Study



The Rugby Football League tackles business information management head-on, in its quest to be recognised as a world leading sports governing body

The Client:

The Rugby Football League (RFL) is the National Governing Body for the sport of Rugby League in the UK and employs over 120 staff based in its offices in Leeds, Huddersfield and Warrington and satellite offices in London, Wales, the North East and Scotland. Almost 250,000 people are currently involved with the RFL as players, coaches, match officials or volunteers. The RFL acts as Regulator and ensures adherence to the RFL's Rules and Regulations for all professional and community games in the UK. The Rugby Football League's vision is to be recognised throughout the world as a leading sports governing body.



The Challenge:

The RFL needs a reliable Information Management System (IMS) that can support its operational activities and administration of the rules and regulations of the professional and community games. The RFL needs to be able to quickly and easily access, monitor and manage information about all of its business components including: organisations; clubs; venues; people registrations; competitions; compliance; panel services; and club finance.

The existing IMS was implemented in 2002. By 2009, it was recognised that the IMS did not fully align with the needs of the business. As a workaround for a number of bugs in the existing system, there were a number of manual processes in place that the RFL wanted to centralise and, where possible, automate.

The RFL, therefore, wished to procure and implement a new IMS fully aligned with its business operations, and more suited to the organisation's future business goals. The RFL is seen as a leading edge sporting body and expects that other supporting bodies will follow its lead. The new IMS thus needed to provide high availability and offer reliability, cost-effectiveness, efficiency, speed, appropriate security, flexibility and scalability.

PTS Consulting was engaged to conduct an independent review of the RFL's existing business operations, and subsequently oversee a competitive procurement process, to enable the RFL to go to market for a new fit-for-purpose IMS solution.

The Solution:

Procurement: Following a detailed analysis of the RFL's business processes, requirements and future needs, PTS Consulting was able to produce a clear definition of the RFL's aims and objectives with which to approach the market.



On behalf of the RFL, PTS Consulting developed the requirements into a Request for Information (RFI) and issued to market in order to determine the services and solutions available to meet the requirement. Following on from the RFI, PTS Consulting assisted in the production and release of a comprehensive Invitation To Tender (ITT), subsequently collating and analysing the responses on behalf of RFL.

The PTS Consultants managed the competitive procurement process, offering support to the RFL in the vendor negotiation process in order to refine the detail. Once all suitable solutions available on the market had been assessed, PTS Consulting was able to present the data to the RFL and make a series of independent conclusions on appropriate supplier selection and system implementation strategies. Following implementation, the new system will allow the RFL to track and manage vital business data on its people and clubs, rolling out new regulation updates more efficiently and cost-effectively.

The Benefits:

The key benefits the project delivered to RFL included:

- Business requirements determined and mapped to IMS capabilities
- Translation of the business requirements into high quality procurement documentation that would be easily understood by the solution vendors
- Discovery and engagement with the solution vendors
- Vendor response assessment, and negotiation on behalf of the RFL to ensure that the proposed solution best suited the operational and regulatory requirements
- Vendor and organisation Independent analysis to ensure the proposed platform meets the requirements across the business, and that can deliver the required availability, cost-effectiveness, efficiency, flexibility and scalability

The Verdict:

Sally Bolton, Director of Events and Projects at RFL commented: *“PTS Consulting was able to succinctly capture our requirements, translating them into an approach to the market to enable us to seek and find a new IMS solution that will meet our standards as a leading governing body of sport. Thanks to PTS, the RFL has conducted a successful procurement project and now has a set of recommendations with which it can move forward to achieve increased efficiency and automation of processes in the future.”*

About PTS Consulting: PTS Consulting Group PLC (PTS) is one of the world's leading IT consultancies with a reputation for innovation and thought leadership. PTS is also renowned for its project management expertise. As the global leader in IT relocation projects, working with some of the world's largest companies, PTS has earned a world-wide reputation for independence, professionalism and quality of service. Headquartered in the UK and founded in 1983, PTS has worked in over 70 different countries, 250 cities and employs more than 330 staff in the Americas, EMEA and Asia-Pacific. www.ptsconsulting.com