



SAP Solution Brief
SAP Solutions for Small Businesses
and Midsize Companies
SAP Business All-in-One for SSM

Contact Bramasol

601 Gateway Blvd - Suite 1220
South San Francisco, CA 94080
Tel. 1.866.625.9878
Email: marketing@bramasol.com
www.bramasol.com

Bramasol Sports and Stadium Management (SSM)SM Solution

Introducing the Industry's Only Sports and Stadium Management Software Platform

Executive Summary

Bramasol Inc. is a premiere software products and services firm specializing in developing, selling, implementing, and supporting SAP solutions. We are a SAP Gold Channel Partner providing vertical solutions and add-ons for SAP All-In-One, Business Objects and SAP Business ByDesign.

Solution Highlights

Bramasol Sports and Stadium Management (SSM)SM Solution is an affordable, SAP ERP rapid deployment solution for Sports, Cultural Event, Event Management, Hospitality and Stadium Operators. Initially focused on Professional League-Sanctioned Sports Franchises, this solution addresses the following functional areas:

- Sponsorship, suite sales, season ticket and ticket sales and marketing management
- Sponsorship signage and collateral management
- Multi entity accounting management
- Merchandise management
- POS management
- Event management and revenue optimization
- Food and concession sales management
- Human Resource and Payroll management
- Integration to sanctioning body reporting and compliance management
- Integration to other ticketing systems

Midsize sports and stadium management (SSM) companies seeking to be innovative, be agile, and operate at peak efficiencies can choose an affordable, integrated solution. The SAP® Business All-in-One for SSM solution supports adaptability for growth – and fast deployment for a rapid ROI.

Key Benefits

Most sports and entertainment organizations consist of a number of related businesses which require integrated and coordinated solutions.

Bramasol SSM is the only true enterprise solution designed for your industry – integrating all business functions and providing a single view of all lines of business.

- Optimize revenue across sponsorships, suites, merchandise, season tickets, events, and concessions through cross-selling and up-selling, improved customer visibility and analytics
- Maximize arena and event profitability through effective management of resources, improved stadium utilization and enhanced clarity of event contribution and profitability
- Minimize operational costs by way of efficient inventory management, merchandise optimization, supplier/vendor management and POS integration
- Manage strategic franchise issues with access to critical information across all lines of business needed to address league compliance issues
- Increase operational efficiencies with better visibility to business operations through integration of key systems to a single enterprise platform eliminating redundant data

Bramasol SSM enables full visibility of all revenue streams putting you in the center of the business to maximize profitability of venues and events.

For More Information

Contact Bramasol at 1.866.625.9878 or visit us online at www.bramasol.com