



**EMPOWERING ORGANISATIONS
TO BE FIT FOR THE FUTURE**

SportsHub

THE WORLD OF SPORT IS CHANGING



RETENTION

how you communicate
with your members



COMPLIANCE

how you manage
your data



EFFICIENCY

how you utilise your
resources



FUNDING

how sport is funded



EVIDENCE

how you evidence
impact

ARE YOU READY?

1. Are you looking to engage with your existing and potential members more effectively?

2. Do you require a GDPR compliant process to collect and process member data?

3. Are you aiming to reduce your operational costs and optimise your staff time?

4. Do you need to be less reliant on public funding and diversify revenue streams?

5. Would you like to make more informed business decisions based on data and insight?



Raise the profile of your sport to generate a greater level of revenues, influence and interest.

SportsHub IS THE SOLUTION!

SportsHub is a cloud-based membership management platform designed for Sports Federations and National Governing Bodies enabling them to achieve their strategic vision and mission, through:

- **Long-term member satisfaction**

Increase market reach and retention through digital activity and improved customer experience.

- **Business efficiencies and effectiveness**

Reduce the staff time spent on manual processes and manage the effective use of your resources.

- **Revenue generation and sustainability**

Create a commercially attractive, recognisable and meaningful brand and manage stakeholder relationships.

- **Business Development**

Identify opportunities and drive growth through the analysis of customer interactions and data throughout the lifecycle.

SportsHub ARCHITECTURE

- **Health Check**

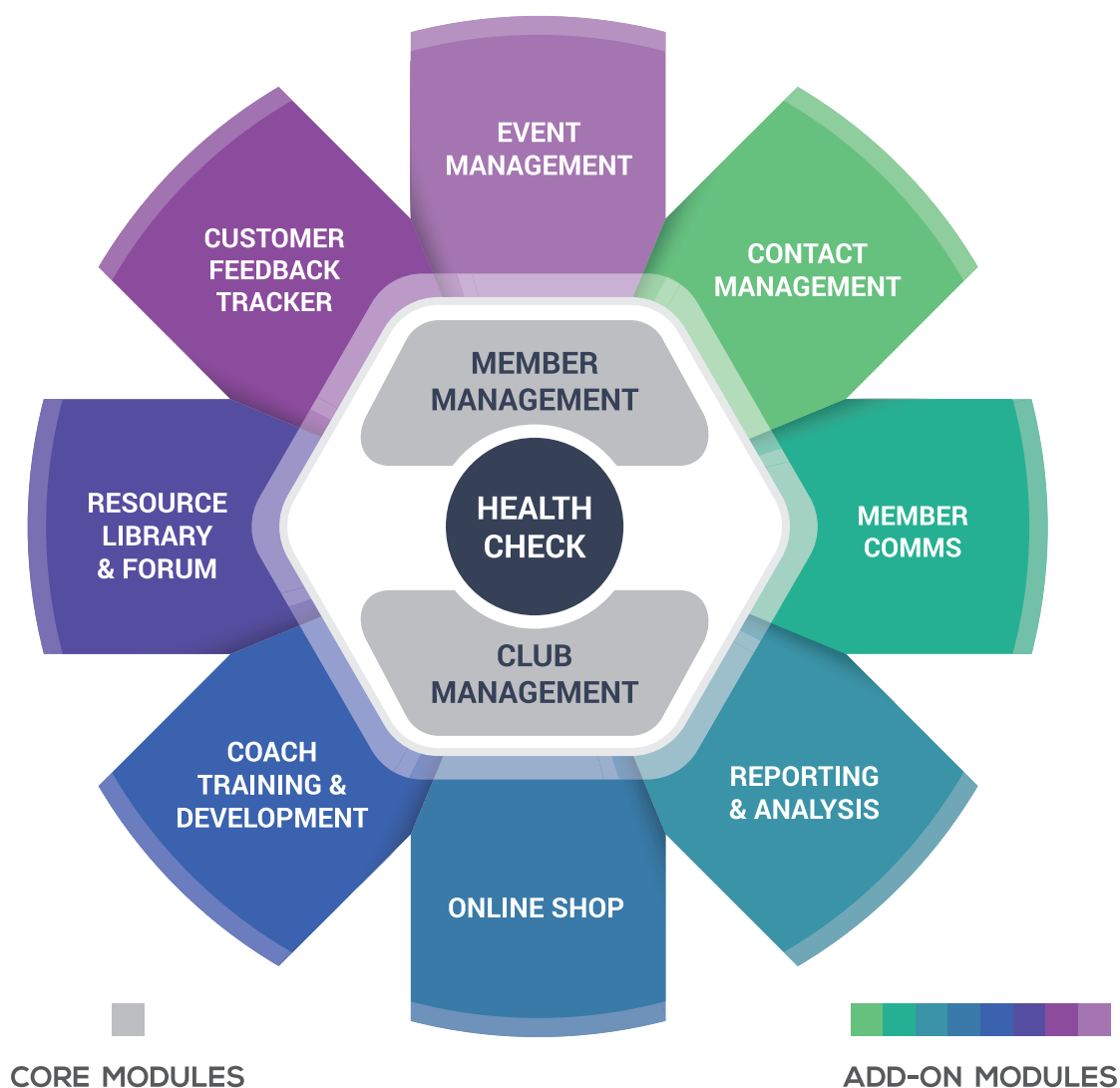
A session run by our sports and data specialist team to understand your data use and requirements across your organisation and develop your unique SportsHub roadmap.

- **Core Modules**

The two core modules of the SportsHub focused on creating workflows to manage the membership affiliations, including application, online payment and approval processes.

- **Add-on Modules**

Member services modules built around the core modules aimed at reporting, member communications, event management, online shop creation, coach development and training.



HOW DO WE ADDRESS THOSE CHALLENGES?

| | MODULE NAME | BENEFITS |
|---|-------------|-----------------------|
| 1 | Module 1 | Membership Management |
| 2 | Module 2 | Club Management |
| 3 | Module 3 | Event Management |
| 4 | Module 4 | Contact Management |
| 5 | Module 5 | Member Communications |

6

Module 6**MODULE NAME****Reporting
and Analysis****BENEFITS**

Build dashboards and reports to analyse member characteristics and allow different departments to cooperate more efficiently through easier access to consistent and standardised information at their fingertips.

7

Module 7**Online Shop**

Develop your commercial plan and generate revenue by creating your online shop with branded merchandise, specialist equipment or health insurance packages.

8

Module 8**Coach Training
and Development**

Provide your workforce with a self-assessment tool kit, link them with mentors, create training plans and support their personal development through online learning opportunities and workshops.

9

Module 9**Resource Library
and Forum**

Create a community in your sport, support the personal development of your members, volunteers and coaches and increase membership engagement through interactive discussions about their areas of interest.

10

Module 10**Customer
Feedback Tracker**

Collect feedback from members and clubs through targeted surveys, understand under- and over-performance areas and measure the impact of interventions.

KEY FEATURES OF SPORTSHUB

Manage your customer relationships
online anywhere
anytime

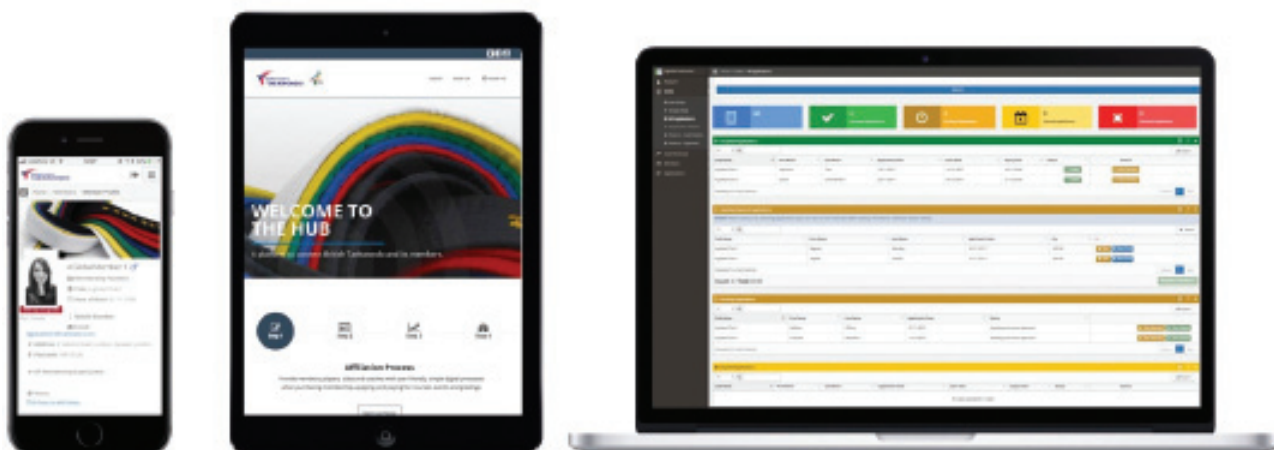
**10,000
CLUBS**

**120,000
MEMBERS**

**17,000
COACHES**

**1,200
EVENTS**

- Rapid application development methodology for your unique requirements and workflows.
- Responsive design means full compatibility and best user experience for any device, desktop, mobile, tablet.
- Independent modules all integrated into a single platform – choose the module you need and integrate anytime and in any order.
- Multiple language support.
- No duplicate data, 100% confidence in the 'single source of truth'.
- Data security at highest standards and fully GDPR complaint agreements and processes.
- Software-as-a-Service (SaaS) means you only pay for the modules you need. There is no increase in your local infrastructure cost or tech support staff.
- Integrated trigger based email and SMS notifications linked to standard or custom designed user journeys.
- API integrations with other 4 global business intelligence platforms, online payment solutions and other third parties.



SportsHub ECOSYSTEM

SportsHub is much more than a software solution. It is a platform to connect you with the leading solution partners that will help you maximise the use of the modules across your entire organisation. They can help you with the development of your marketing strategy for member acquisition, the design of your member journeys for better member engagement and retention of your commercial plan to become a self-sustainable organisation.



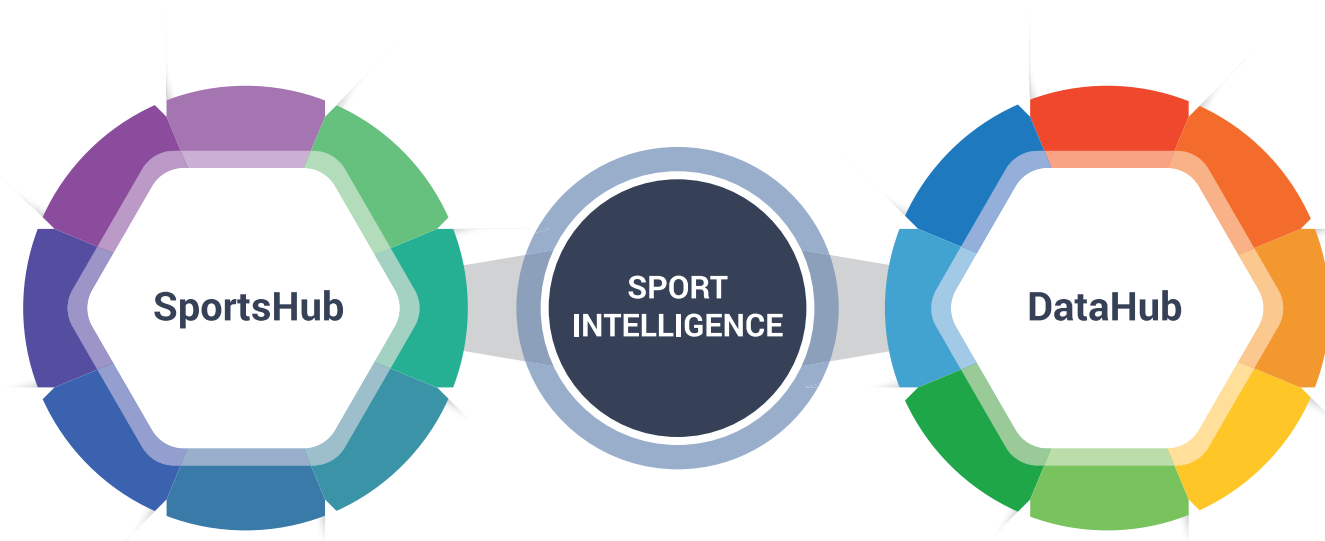


**TAKE THE FIRST
STEP TO GET FIT
FOR THE FUTURE!**

WHO IS BEHIND ALL THIS?

SPORT INTELLIGENCE

Sport Intelligence is the leading independent provider of information on participation, operational and financial performance in the UK sports and leisure sector.



SportsHub

As one of the two core product categories of Sport Intelligence, SportsHub helps national governing bodies to effectively manage their relationships with members and provide them with value added services through a set of modules. SportsHub is supported by a strong network of partners specialised in marketing, retention and commercial plan development.

DataHub

In addition to the SportsHub, Sport Intelligence manages the DataHub, the largest sports participation data repository in the UK, tracking over 400 million visits from 1600+ leisure centres and sports venues and providing a suite of business intelligence modules via a single online portal to sports funding bodies, national governing bodies, county sports partnerships, facility operators, sports delivery partners in the UK and internationally.

4 GLOBAL

AN INTERNATIONAL SPORT BUSINESS, LEADING IN SOFTWARE AND DATA.

Sport Intelligence operates as one of the two core business practices under 4 global.

4 global is an international sports business with offices in London, Istanbul, Rio de Janeiro and Sydney providing information management solutions and consultancy services to governments, event organisers, national and international sports governing bodies, facility operators and other sports delivery partners since 2002.



The unique combination of our sector expertise and in-house technology capability ensures that our clients receive cost effective solutions tailored to their current and future needs, as well as expert advice, education, training and support.

Core competencies:

- Sector knowledge and experience
- Expertise in data and software
- Customer success focus
- Specialist partner network

OUR CLIENTS



TESTIMONIALS

LYNETTE MAYO

Membership Services Manager **ENGLAND BOXING**



We have been working with 4 global since 2015 and would highly recommend them from a system and support perspective. Our system (The Vault) powered by the SportsHub is well designed, user friendly and has helped us move away from historic processes that were admin heavy to a more efficient way of operating. We are constantly evolving The Vault to meet both the needs of our stakeholders and the changing landscape of compliance, including the GDPR. The 4 global team understand these requirements well and play an integral role in this process.

JONNY COWAN

Commercial Non-Executive Director **BRITISH TAEKWONDO**



British Taekwondo required a membership management system that could meet the requirements of a growing National Governing Body. 4 global really stood out in the market and have developed a system that provides an online presence, improves our operational performance and allows us to engage and retain key customer segments. During and post launch the partnership approach and support provided by 4 global was invaluable in the handling of the inevitable teething issues of a new system and we are looking forward to the next phase of the project.

BEN POLLARD

Marketing and Communications Manager **BRITISH JUDO**



4 global has been assisting us with the implementation of an Association-wide new CRM system that will span across our membership and club base. The system will allow the BJA to automate many manual processes, produce business efficiencies that save the Association both time and money and diversify revenue streams through a strong commercial plan. Lisa has been great throughout the project so far and kept the project running to schedule alongside Stuart. The team were very understanding about our needs and what we required from the system from the off and we can't wait to launch.

JACKIE DAVIDSON

Head of Clubgolf **SCOTTISH GOLF**



Today was a good day, might even go so far as to say a great day! You and the team have managed to capture everything we hoped a system could deliver for us now and indeed going forward. Having done, almost 2 years, of manual data crunching to gather all the national data I really can't tell you how relieved I was to in seeing the monitoring tool in action. Absolutely delighted with your work again.



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