

Case Study Dubai Golf

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Suyash Misra, Director, Support Services, Dubai Golf



The customer

Country: Dubai, UAE
Industry: Hospitality / Sport
Founded: 1988
Employees: 800+
Website: www.dubaigolf.com



The challenge

Dubai Golf's multiple operations, including food processing unit, restaurants, golf booking, club membership management, golf academy, real estate leasing, shops, and marina, all relied on discrete applications. It wanted to consolidate on a single ERP platform to maximize efficiency and introduce new functionality.

The solution

The company chose SAP as its unifying environment and selected Fujitsu as its systems integrator to help design and deploy the software, based on its local presence and SAP expertise.

The customer

Dubai Golf manages the region's two leading golf clubs, Emirates Golf Club and Dubai Creek Golf & Yacht Club. Emirates Golf Club was the first grass course in the region and, with 27 years of experience, is the most established in the Middle East. Through its premier facilities and golf academy, the Emirates Golf Club remains at the forefront of golfing development.

The Dubai Creek Golf & Yacht Club offers a five-star leisure experience in the heart of the city. Alongside its 18-hole and par three courses, it boasts a state-of-the-art golfing academy as well as quality restaurants within its iconic sail-shaped clubhouse amidst an idyllic setting.

The challenge

With a turnover in excess of USD 80m, Dubai Golf operates multiple businesses, including both golf courses, a marina, ten restaurants and accommodation facilities. However, these were supported by discrete applications and relied on significant paperwork; as a result, the potential for integration was limited and manual intervention was a necessity.

“Each line of business used different software, such as Opera Enterprise and Fidelio for inventory management and SAGE for the back office functions of golf courses, Concept for golf booking and Micros for Food & Beverage operations,” explains Suyash Misra, Director, Support Services, Dubai Golf. “Nothing was integrated which meant a lot of paper flow and time-consuming approval processes. Our parent company wanted us to consolidate so that we could easily, quickly and securely exchange vital information.”

The company decided that implementing SAP would create a unified ERP platform on which it could build for future growth. Dubai Golf then needed to find the right systems integrator to configure and deploy the underlying infrastructure. Following a detailed evaluation process, and on the recommendation of industry experts, it selected Fujitsu.

“There was close competition but Fujitsu scored very highly on our tight timelines, understood our requirements and presented its proposal with such clarity that it gave us great confidence,” adds Misra. “Combined with SAP's endorsement, it made Fujitsu the natural choice as our implementation partner.”

The benefit

- New ERP platform enables a centralized, integrated view of every aspect of the business, enabling maximum efficiency and reducing the need for manual intervention
- Fujitsu met tight deadlines and ensured there was minimal disruption to the business with an overnight go-live approach
- Since deploying the new solution, Dubai Golf has won a SAP Silver Award for quality, reflecting the enhanced customer experience provided by the new infrastructure

Products and services

- FUJITSU Systems Integration

The solution

Fujitsu began by undertaking a thorough requirement gathering exercise in order to identify exactly what each line of business needed in terms of functionality. However, working with the existing independent software solutions proved a complex and challenging task.

"Fujitsu started from scratch to unpick what is a complicated ERP environment and define how best to customize SAP for our needs," says Misra. "We collaborated closely to identify process flows and to map our business requirements to the new system."

With a nine-month deadline in place, the joint team worked to create interfaces for every aspect of operations, from a recipe management module in the kitchens to coffee purchases in the marina, as well as tracking the statement of accounts for golfing members as they log their scores.

"Fujitsu helped educate us on the best way to maximize the potential of SAP and all the options and features we could adapt," continues Misra. "This meant we could automate every aspect of each business and have a single, integrated view of transactions of any kind."

On Fujitsu's advice, Dubai Golf chose not to migrate its historical transactional information, instead choosing to transition only the master data and the financial balances of prior year for profitability comparisons. This allowed it to employ a 'big bang' approach to the go-live and switch the new system on overnight.

The benefit

Now that the entire organization runs on a single Fujitsu-built platform supporting all core business functions, Dubai Golf is realizing multiple benefits. It can automatically consolidate all reports before submitting them to head office and by removing the need for manual intervention, the risk of human error has been minimized.

"We are running more efficiently and can respond more quickly while, at the same time, capturing improved business intelligence," comments Misra. "Processes such as logging golfers at our international professional tournaments, which were once done by hand, are now automated and integrated with the back office and payroll with zero errors in computation."

The new system also allows Dubai Golf to track spare parts, golf carts and manage its maintenance for maximum availability. At the same time, new additions to the business can be incorporated seamlessly.

"We recently added a food processing unit and, instead of adding another legacy application, we could integrate it with SAP immediately with Fujitsu's help," remarks Misra. "That means we can bring it online and introduce a new revenue stream faster."

Conclusion

Dubai Golf is leading the field in SAP deployments in the Middle East and has won a SAP Silver Quality Award since working with Fujitsu to implement its new robust, high-performing and flexible ERP infrastructure.

"Fujitsu has enabled us to roll out a scalable and reliable architecture that can support all our core business functions," concludes Misra. "It has streamlined our reporting from weeks to days, making us more efficient, and provided a centralized platform for the management of our finances and logistics."

"Fujitsu has designed and delivered a scalable and reliable ERP platform that enables us to add new features and integrate new commercial opportunities with minimum fuss."

Suyash Misra, Director, Support Services, Dubai Golf

In collaboration with



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2016-03-01

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