

## Success Story

# FC Barcelona Takes Their Global Brand Across the World with KORE Software

Since their inception in 1899, Futbol Club Barcelona has grown into a globally recognised sports club. As is the case with most sports organisations, FC Barcelona has leveraged partnerships with brands to form deeper connections with their worldwide fanbase. For brands, associating with a club as iconic as FC Barcelona provides exposure and helps establish their brand equity to a worldwide audience.



“Through the implementation of the KORE Software system, we’re now operating at a level closer to where we want to be as one of most admired sports institutions in the world.”

Xavier Asensi | Global Commercial Director, FC Barcelona

Given FC Barcelona’s explosion into the global market, the demand from brands to form commercial partnerships with the club has grown significantly. This worldwide appeal, from both a fan and business standpoint, has inspired FC Barcelona to redefine their strategy when it comes to selling global packages, managing category exclusivity by region and country, and delivering world-class customer service and seamless activations across all regions.

To accomplish this, the club decided to diversify from its traditional European market base into two additional international cities to develop a global commercial partnership business. Their offices now include:

- Barcelona headquarters – targeting Europe, Middle East and Africa (EMEA) markets
- Hong Kong (opened in 2013) – targeting Asia Pacific (APAC) markets
- New York (opened in 2016) – targeting North and South America

Xavier Asensi, now the Global Commercial Director at FC Barcelona, was part of this revolution for the club. At the time, he was responsible for starting

### KORE Applications In Use

- Sponsorship & Partner Engagement™

### FC Barcelona’s Favorite Features

- **DEAL CREATION & MANAGEMENT**  
One-stop tool for sales reps to input all deal details, select available inventory and manage the contract process from beginning to end
- **PIPELINE TRACKING**  
Provides the ability to forecast, be agile and adjust their strategy in real-time
- **ACTIVITY SCREEN**  
Quick and efficient tool to track activities across the organization, giving them transparency across all offices
- **INVENTORY MANAGEMENT**  
With standardised rate cards, asset quantity, hard costs, and categorisation, the club can now track asset availability across all offices in real-time

## Implementation Tips from FC Barcelona

1. Prior to implementation, have a clear understanding of your current status, goals, and strategy.
2. Communication is everything, regardless if it's within one small office or across three international offices. Without it, you're lost. Spend time thinking through how you're going to align all your stakeholders.

and growing the Hong Kong office. He focused on developing a team and building a strong pipeline of brands to consider as official FC Barcelona partners in the APAC region.

"We needed a system that would help us ensure our efforts, contacts and accounts, inventory, and contract details became institutional knowledge for the club, not remain in individual silos," mentioned Asensi. "Our job is to be the stewards of data for the entire club, not just for a single office or individual sales reps."

While all three offices have been productive since their opening, they were operating independently of each other even though they were selling the same product.

"We were an entity that tried to operate as a global company because of the status we've developed over the years, but we still operated very locally," said Asensi.

## Creating an Effective Commercial Partnership Network Across the Globe

Today, FC Barcelona has more than 40 partners from all corners of the world:

- 40 percent from APAC
- 40 percent from EMEA
- 20 percent from the Americas

By having three offices (there's a seven-hour or less time difference between Barcelona and New York and Barcelona and Hong Kong), the club can be connected to its fans and business partners 24/7 from anywhere in the world. It also allows the commercial partnership group to network and build strong pipelines with potential business partners in these specific regions.

As each office opened, its sales team would focus on its own region, setting their own rates, hard costs, and quantity for assets, and developing their own contacts. Club executives quickly recognised they could improve their sales operations and business metrics by finding a way to facilitate communication and the exchange of data. They realised the ability to share sales pipelines and account information, track inventory, and establish standardised inventory details, such as rate cards, hard costs, categories, and quantities, would lead to a more efficient and effective global sales team.

Sales pipeline and inventory availability reporting in terms of activities, accounts and deals are all available in real-time.

The club decided they needed to find a platform to connect the data being generated by the three offices. This would give the



organisation visibility into each office's sales efforts and the status of every deal or prospect.

## Building Transparency with KORE Software

To bring order and transparency to their commercial partnership business, the executives at FC Barcelona brought in the expertise of KORE Software.

"Our partnership with KORE Software was created to unify and align our three offices and maximise operational efficiencies," said Asensi.

**10X** increase in account and contact records

Since implementing KORE's Sponsorship & Partner Engagement™ application, the results have been revolutionary for the club.

1. Executives now have visibility into everything the commercial partnership team does. Redesigned reports, such as the sales pipeline, contracts by season overview, inventory availability, and business development progress reporting in terms of activities, accounts, and deals, are all available in real-time across all three offices. This gives club executives forecasting capabilities previously unavailable to their commercial partnership business.
2. The account and contact data has become the intellectual property of the club and not the sales rep responsible for the account. The number of companies in FC Barcelona's CRM has increased by a factor of 10 and continues to grow on a daily basis. Now, the club can maintain and nurture contacts even after their rep has moved on from the organisation.
3. The organisation has shifted from a reactive approach to partnerships to a proactive one. Executives can measure

every asset and understand what they're putting into their deals and what they're getting out of them. They've developed a clear strategy and find the companies they want to partner with, select assets they want to offer, and determine in advance the money they want from these deals.

Each stage of the deal approval process is tracked, which provides the ability to monitor progress and avoid delays.

4. The deal creation process has been shortened and simplified. Once a sales rep defines the assets and legal details – such as exclusivity, escalation, and obligations – they can auto-generate the contract and define the billing schedule. The deal then enters the club's approval process, a digital workflow that loops in each stakeholder and pushes the deal through final signoff. Each stage of the deal approval process is tracked, which provides the ability to monitor progress and avoid delays.
5. Most importantly, all commercial assets are built and managed within KORE's inventory tracking platform. With standardised rate cards, asset quantity, hard costs, and categorisation, the club can now track asset availability across all offices in real-time and have full transparency to their sales process and pipeline.

With the help of KORE Software, the commercial department at FC Barcelona has established world-class status, just like their club brand has for decades. 🇪🇸



Are you ready to be world class?

>> Learn more or request a demo by visiting our website:

[www.KORESoftware.com](http://www.KORESoftware.com)