



Optimize player and coaching staff contracts to harness the full potential of every market opportunity

CASE STUDY JUVENTUS



JUVENTUS FOOTBALL CLUB



www.juventus.com

SECTOR

Football

KEY FIGURES 2019

- €573 million revenue
- 915 players, both registered and non-registered
- 21 Youth Sector Teams

EXECUTIVE SUMMARY

To enhance the management of football player and coaching staff contracts, Juventus chose Akeron Player Manager software (RCM). A decision that resulted in significant benefits that were previously unattainable:



80% reduction in manual interventions



100% secure data and auditable processes



Timely and accurate impact simulations and analyses



Comprehensive economic and financial evaluations with a multi-year perspective

THE CHALLENGE

In the professional football market, the buying and selling of players stand as the cornerstone activity through which sports clubs execute their core business: participating profitably in national and international competitions they manage to access.

Given this intrinsic connection between acquiring a new player and the direct or indirect benefits it can bring to the club, it's no surprise that contracts revolving around the exchange of players and coaching staff include variable compensation linked to performance outcomes. Every new signing, loan, or transfer of registered personnel demands the ability to accurately manage the impact of significant economic and financial values, often accompanied by complex conditions that need to be verified.

Faced with these needs, Juventus encountered technological constraints primarily related to:

- **Calculating bonuses and verifying conditions that were tied to labor-intensive manual activities**
- **Significant probability of errors or failure to recognize conditional compensation**
- **Inability to conduct simulations and perform impact analyses during market transfer windows or on special occasions, such as injuries or progressing to the next rounds in cup competitions.**



792 Players*



431 Member staff*

*Managed from the start of the service

“...The traditional systems used before absorbed a vast amount of resources for the routine management of variable compensation based on sports performance. Moreover, the technological and operational limitations were fundamentally incompatible with the speed of analysis required during transfer windows...”

Irene Cravero
Planning and Cost Control Specialist

GOALS

Optimize the management and evaluation of variable compensation for players and coaching staff.

SOLUTION

The primary and most significant innovation introduced to Juventus by Akeron's software can be attributed to its powerful internal engine, capable of automating the calculation of bonuses and related compliance requirements for all players and coaching staff involved in the various teams of the club.

Akeron introduced also new simulation analysis features that maximize the benefits derived from player transfers and enable crucial impact assessments, such as those resulting from advancements in sports competitions.

Moreover, the processes managed through the new software have become the source of automatic data input for the corporate performance platform - CCH® Tagetik - enhancing the capability to define accurate budgets and forecasts for the company.


RESULTS & FUTURE PLANS

The adoption of Akeron led to significant time and resource savings immediately after the go-live thanks to the complete automation of complex calculations related to variable compensation and the verification of bonus maturation clauses.

In addition to minimizing the probability of errors, the resource savings has also allowed for the proper support for the strategic player trading activities conducted by the sports department.

By leveraging simulations within Akeron, necessary what-if evaluations could be carried out within the relentless timeframes dictated by the market during specific periods of the year. More broadly, the need to consider players both as employees (to be compensated) and as economic assets (to be valued) could finally be comprehensively addressed in a multi-year perspective.

Now that Akeron has become an established tool in key processes of the finance and sports areas, a likely evolution of the project will involve enhancing reporting through integration with the company's BI software. Thanks to this, Akeron will be able to unleash its full potential to the direct benefit of all involved departments within the organization.



“Thanks to Akeron, we are now able to make key decisions for the success of our teams, minimizing the inherent risks in every player trading contract. The integrated management of all the obligations arising from players’ and coaching staff contracts allows us to manage significant economic value, in addition to reducing our previous manual operations by 80%”

Fausto Bossola
Planning and Cost Control Manager



HOW TO START

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ABOUT US

Akeron Srl, headquartered in Lucca, with offices in Paris and London, now has more than 550+ clients of all industries and sizes: from leading national and international names including Bolton Group, Segafredo Zanetti, Mutti, Rummo, Randstad, Prada, Cressi Sub, Esa engineering and Trueblue to medium and small companies