



Mario Sager  
Founder and CEO MS Sports

## Customer testimonials



# MS SPORTS MANAGES RAPID GROWTH WITH *DAYLIGHT*.



### At a glance

**MS Sports has become the leading Swiss provider of children's and youth sports camps in very few years. The IT tools used at the beginning - a simple website and Office programs - could not keep pace with the dynamic development of the company. The company based in Rickenbach, Lucerne, therefore decided on the daylight school, course and event management solution by daylight AG.**

**With daylight, MS Sports can plan and publish its sports camp products centrally, process all billing, currently provide all the necessary information for implementation and systematically post-process customers.**

**With the powerful and flexibly-adaptable core application daylight, MS Sports can continue to grow with the existing team and free up human resources for the further expansion of camp product ranges.**

**MS Sports has become the leading Swiss provider of children's and youth sports camps in just 10 years. The continuously expanding and diversified range of products, and the rapidly growing numbers of participants presented the small team of MS Sports with considerable administrative and logistical challenges. With the help of daylight, a powerful platform for school, course and event management, MS Sports was able to cope with the growth.**

### Sports camps that inspire children and young people

The success story of MS Sports began with the idea of giving children the opportunity to train on the football pitch every day during the summer holidays without having to spend the night away. For this reason, Mario Sager, a former professional football player at FC Lucerne, launched the first ever MS Sports football camp. Besides football, MS Sports offers camps with or without overnight accommodation for several sports such as football, tennis, horse riding, athletics, basketball, badminton, floorball, dancing, chess or cycling. While there were still 150 kids taking part at the start in 2007, more than 10,000 children and adolescents now visit the 225 camps of MS Sports each year.

### Rapid growth required professionalisation

Founder and CEO Mario Sager describes the initial situation as follows: "Our idea for providing children and young people - professionally supervised and at fair prices - with terrific sports group experiences was a great success. With the rapidly-growing number of participants, we soon faced the challenge of having to professionalise our online presence and our entire administration processes." MS Sports had a simple website in the initial years which interested parties could sign up to, and that automatically generated Excel spreadsheets from the log-in details, but the manual effort for the small team was enormous. Company founder Sager: "There were different databases for the individual camps with duplicates. Due to the lack of linkage with the financial accounting system, billing and invoice control were very time-consuming. We lacked a central database and the networking of individual functions in an overall solution."

## Optimally adapted to the workflows

After intensive discussions and a demonstration Mario Sager settled on daylight by daylight AG. "The chemistry was spot on. The people in charge showed us transparently which tasks could be covered by the 'out of the box' product and where additional functional modules were needed." The software was set up as a service on the daylight AG high-performance servers, and was optimally adapted to the workflows of MS Sports. For the design of the MS Sports website, which gives information about the range of products on offer, presents the company and sponsors, plus provides customised online registration and order forms for around 225 camps, a design agency was brought on board as well. The CEO refers to the cooperation as 'successful giving and taking: "We were a demanding client for daylight AG. Due to long registration periods and a large number of simultaneous registrations there were some heavy loads. We also had some rather untypical needs. Customers can then also order T-shirts and jackets in matching sizes when

## "DAYLIGHT AG HAS ALSO PROFESSIONALLY DESIGNED AND IMPLEMENTED OUR WEBSITE WITH DEMANDING WORKFLOWS."

Mario Sager  
Founder and CEO MS Sports

registering their children, which will be invoiced together with the participation fee. The corresponding order and payment functions were additionally developed and implemented by daylight AG, upgrading daylight for new customers today. Conversely, the introduction of daylight offered us the opportunity to scrutinise and optimise our internal processes and to benefit from the know-how of the makers of daylight. And at a cost that was acceptable to our young company."

## Data is centrally stored and available via interfaces

With daylight, MS Sports currently manages 225 camps with around 10,500 participants. The central database of daylight stores around 22,000 customer addresses, which are regularly used for target group-specific marketing activities. The addresses can be transferred directly to MailChimp for e-mail dispatch via an integrated interface. The centralisation and combination of all required functions for planning, publication, registration, billing, execution and analysis / post-processing in one powerful platform and the omission of media breaks lead to considerably more efficient processes. Mario Sager: "A major advantage is the smoothly functioning financial accounting interface. Invoices are automatically generated by daylight and sent by e-mail, and we always have an up-to-date overview of all our debtors. Since we work throughout Switzerland, the consistent multilingualism of daylight is also a big plus." The CEO mentions further improvements: "Each camp leader has a log-in and can daily view and download the list of

participants with detailed information, such as T-shirt sizes. Such functions simplify the check-in on site considerably. Our website with multimedia content and the involvement of numerous sponsors has also been very well received by daylight AG as project manager." Three people are currently working in the administration at MS Sports regularly with daylight, operating jointly next to 16 project managers via log-in. The solution is running very stable, according to Mario Sager.

The CEO can find only words of praise for the support of the daylight team: "Support requests are processed very quickly and professionally. Also in this area you can sense the very high commitment and the customer focus from the daylight team."

**MS Sports AG**  
Sonnenrain 3b  
CH-6221 Rickenbach  
T +41 (0) 41 260 33 67  
info@mssports.ch  
www.mssports.ch

**daylight AG**  
Bahnhofplatz 12  
CH-8400 Winterthur  
T +41 (0) 52 213 83 83  
F +41 (0) 52 577 07 89  
info@daylight.ch  
www.daylight.ch

info@daylight-software.de  
www.daylight-software.de  
info@daylight-software.at  
www.daylight-software.at

