

SPORTS DIGITIZATION: HOW TO BOOST CHAMPION DNA



PROSCORE

Portuguese Football Federation

Founded in 1914, the Portuguese Football Federation (FPF) is the body that directs and guides football practice in Portugal. The organization is responsible for several national teams of different modalities, including football, futsal, and beach football, both male and female.

The Federation has played a reference role in the development of football in Portugal, in such a way that this activity increasingly stands out at a global level. The entity considers itself as a promoter of football as a sportive, economic, social, educational, and leisure activity. The main goal is to encourage and guide the operation of football clubs,

considering the relevance of sport in youth training, in the economy and in the international image of the country.

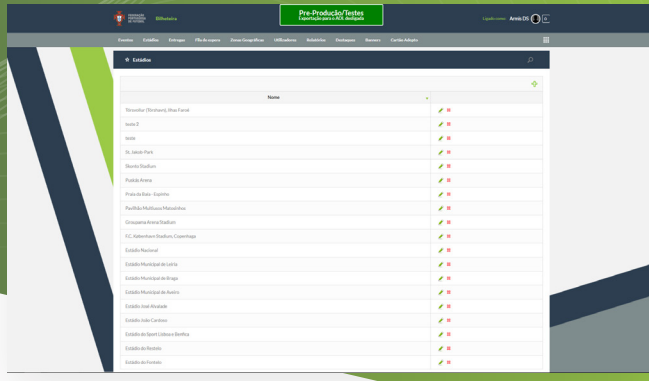
THE CHALLENGE

The advancement of the digital era has given sports activities new nuances in behavior, engagement, and mindset of the internal and external public. In this new context, the Portuguese Football Federation sought management strategies to attract not only younger federates in different sports, but also to achieve greater fan engagement.

It also emerged the need to stop being a "paper based" organization and to position itself as a data driven federation, which makes informed decisions based on real data, information, and concrete statistics.

It was then that the federation opted for digitalization, both in terms of technology and in an internal change in culture and processes, keeping in mind that the most important thing for the business are the people and the advantages they will enjoy with the proper modernization strategies.

In this way, the Portuguese FA looked beyond numbers and results and introduced a culture of digitalization, whose fundamental pillars are based on people.



THE SOLUTION

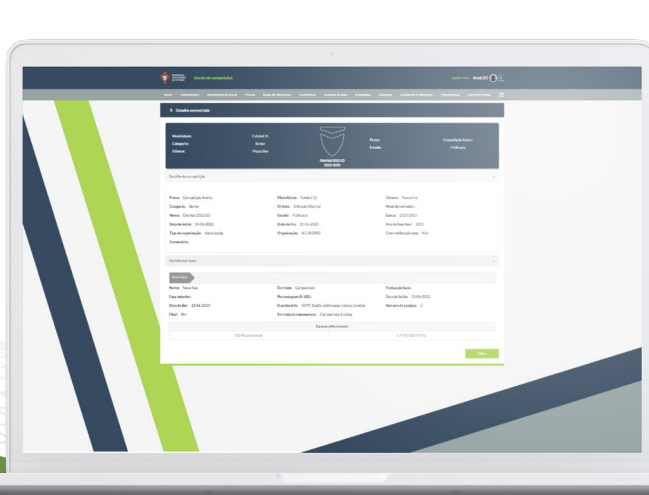
ARMIS was able to analyze the daily operation, assess the needs and understand in depth the main points of improvement in processes and technology that could be applied to that reality.

Our experts then implemented Proscore, an ARMIS Digital Sport product aimed at integrated sports management. A lot of data, various information, and departments, all in one place.

This product is a management platform adapted to the needs and visual identity of the organization, which is prepared to meet the daily challenges of the sports sector. It centralizes, digitalizes, and facilitates procedures associated with each type of competition and, most importantly, keeps the focus on the relationship with each of the stakeholders. This solution aims to improve the experience of employees and fans, providing greater transparency and increasing credibility.

At the Portuguese Football Federation, Proscore is a bespoke system that integrates all sports management, from the moment an athlete registers, to the management of competitions, credentials, ticketing, to the administration of refereeing, discipline, and athlete performance, among others.

In an organization with such a complex functional architecture, facilitating the teams' daily lives through a global, integrated, and digital platform has become a fundamental pillar for the Federation's very high performance.



THE RESULTS

All organizational processes for competitions have been optimized. Besides the notorious results in stakeholder engagement and time saving in daily activities, the Federation has digitalized its actions and culture.

One of the most relevant achievements with the implementation of Proscore was the fact that some Clubs needed to travel 150 Kilometers, or more, to deliver registration documents, for example. If something was wrong, it was another round trip until the situation was regularized. Even by sending information by e-mail, the data would never be secure and centralized. With the implementation of Proscore, this no longer happens.

Today, each club can perform its registration wherever and however it wants.

More than facilitating internal processes, Proscore brought a better user experience for the various stakeholders involved. There are more modalities and more teams, but everything is managed and centralized on a single platform.



GAME REPORTS WITHIN
24 HOURS



FEDERATED PLAYERS
+ 20%



COMPETITIONS MANAGED
> 1000



GAMES PLAYED AND MANAGED
> 1350



KILOMETERS SAVED
> 40.000

THE BENEFITS

Digitalization has been able to accelerate processes and results at FPF. The new tools have facilitated daily activities, strengthened relationships with the public, and brought data to support decision-making and strategy.

The organization always reiterates that digitalization is inevitable and that, in this scenario, people remain the organization's main asset. For the Portuguese Football Federation, people lead the transformation and are the engine of the business. And this is precisely why ARMIS has focused especially on making Proscore an interactive, humanized platform for exchange and engagement.

The partnership between ARMIS and FPF was very productive, as both companies put their focus on people and provide a proactive approach. With this good relationship it was possible to architect a solid and effective platform.

"Proscore has positively benefited the FPF's strategic objectives"

- Hugo Freitas

ARMIS INVITES YOU TO LEARN ABOUT THIS SOLUTION THAT HAS REVOLUTIONIZED THE SPORTS INDUSTRY.

GET A DEMONSTRATION OF PROSCORE.

TALK TO OUR EXPERTS.

[PROSCORE.ARMISGROUP.COM](https://proscore.armisgroup.com)