



# *FC Bayern Munich mounts business offensive with SAP and Netfinity.*

Munich is where you'll find Germany's premier league soccer champions – and their name is FC Bayern Munich. Since its founding on February 27, 1900, the club has grabbed almost every title there is in soccer, as winner of the European Champions' Cup three times, European Cup Winners' Cup once and one UEFA Cup. In 1974 the club was named "Europe's Team of the Year" and two years later brought a World Cup victory home to Munich. On the national level, Germany's most prominent club was two-time German Super Cup winner, three-time Premier League Cup winner, nine-time DFB Cup winner and, last but not least, 15-time German champion. The strength and ability that FC Bayern Munich puts into its matches is obvious in a look back at the 1998/1999 season. That was the first time in German soccer that a club became German Champion and reached the Champions League and DFB Cup finals all in the same year.

Success has its consequences. A large company developed, based on the original 11 players who joined to form their own club. In the past season alone, FC Bayern Munich turned over record high sales of about 250 million marks for its industry. Now, at the beginning of 2000, more than 100 employees see to it that daily business runs smoothly. Besides the actual matches and training on the field, there are 63,000 seats in the Olympic stadium, 85,000 members to be managed, and 3,000 pieces of fan merchandise to be marketed successfully. To do these things, the club founded FC Bayern Sport-Werbe GmbH, a company that handles sponsoring, license and fan merchandise, and boutiques, using a merchandise information system that includes billing operations. This company supports FC Bayern Munich e. V. [registered], which emphasizes, besides its own accounting, the professional and amateur divisions, franchise matches, member services, more

<b>Industry</b>	Sports
<b>Application</b>	SAP R/3 Modules FI, CO, AM, SD, MM, IS-Retail
<b>Software</b>	Microsoft Windows NT <sup>1</sup> Microsoft Cluster Server Oracle
<b>Hardware</b>	IBM Netfinity Server



*“In IBM and SAP we found partners who could join us in successfully engineering the financial transformation from club to business.”*

*Nikolaus Kotalla, IT Manager,  
FC Bayern Munich*



than 1,700 fan clubs, ticketing logistics, media, and publicity duties. The organizations worked separately and used separate hardware and software solutions. FC Bayern Munich's leadership team decided to upgrade its IT prospects in order to bring the club along into the future in its usual manner as another of its highly professional businesses, and to secure its technical capabilities and information resources. The primary goal was to create a uniform and open-ended system platform that could be easily accessed.

"Not being able to sell tickets for a soccer match because of computer problems would be catastrophic for us and our fans," says FC Bayern Munich's IT manager, Nikolaus Kotalla. As many as 100,000 ticket orders can come in overnight, especially in the peak period before the Champions League matches. Even during normal operating times, the handling of the stadium's 63,000 seats over the course of 30 events a year takes on immense proportions. For this reason the IT must be able to provide top performance in quality and customer service. Furthermore, it must provide the opportunity for uniform data management, so that all divisions including accounting can be managed effectively and efficiently.

### **SAP and IBM put the Munich club on a new footing**

The management of the famous Munich club agreed in early 1998 to use SAP R/3 as its standard software for all of its systems and chose IBM's Netfinity Server as the hardware platform. With their X-architecture, network systems control and clustering capabilities, they offer reliable operations around the clock and seven days a week. The hardware and software combine to provide the ideal conditions for use in everything from retail and reservation systems to Internet technology. For on-site support, IBM drew on its partner Memorix AG, which had been responsible for the club's hardware reorganization. In the first half of 1999, a number of IBM Netfinity 5500 and 7000 high-performance servers were installed for Sport-Werbe GmbH. Other Netfinity 5500 servers were introduced to solve shipping logistics. Added to this were 100 IBM PCs and IBM cash desks used as client systems for employees. The fan boutiques were equipped with IBM cash

registers complete with SAP integration. The system has been in production since July 1999 and is supported by two Microsoft Cluster Server implementations using Windows NT that guarantee a high level of availability – which is the basic requirement for secure and failure-proof operation. If a server does go down, another one immediately takes over. The huge volume of customer data contained in SAP is managed by an Oracle database.

# Netfinity

### **IT – the chance to score globally**

The conversion of FC Bayern Munich e.V. to SAP e-commerce software began after this phase. The SAP e-commerce software was implemented first, and then connected to the merchandise information system. Since October 1999 an IBM Netfinity server has been used as a SAP Internet Transaction Server, which allows easy ordering and payment for fan merchandise on the [www.fcbayern.de](http://www.fcbayern.de) web site. It is projected that by late 2000 the entire operation concerned with matches will be linked to ticket presales, seating management and handling of media, members and fan clubs. Skilled partners guarantee FC Bayern Munich a consistent IT landscape that is technologically up to date and offers an optimal basis for a better range of services and gradual growth in all respects – the ideal situation not only for a look back on 100 years of success, but also for an optimistic glimpse into the future.

*"To get everything running smoothly for FC Bayern Munich, you need more than a ball. Success only happens when you have the right team with the perfect technique. Behind the scenes, the experienced team of IBM and SAP takes care of a highly available IT landscape that enables us to meet the business challenges of today and the future, and puts financial success well within our company's reach."*

*Uli Hoeness, FC Bayern Munich manager and executive director of Sport-Werbe GmbH*



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