



Australia



Case Study: Sportzstats Kicking goals with GS1 Australia

Former AFL superstar Peter Daicos had a brilliant idea to help young people improve their sporting skills but knew partnering with the right people was critical to get his product on the market. He teamed up with GS1 Australia and their Alliance Partner Supply LINQ to get the supply chain running like clockwork.

More than three years ago, ex-AFL superstar Peter Daicos began developing an idea to capture sports statistics so young people could keep track of how they were doing with an aim to improving their game, no matter what sport they played.

His vision was to capture statistics and then transfer them into an online diary – (Diary pages include – Profile of Player, Nutritional advice, Training Tips, Photo's and Clippings, Game and Training tips and much more). This would allow them to review areas that needed improvement and to develop their skill levels, while building a valuable keepsake to look back on in years to come.

Peter noted that: "During my 17 years at Collingwood Football Club, my stats were recorded weekly. As a junior footballer, I didn't keep a record of my stats. People constantly ask me what I was like as a kid? That is why SportZstats was born. I developed the stats counter range to help kids record their game day stats and the online diary to track their development and improve their game" – while being provided with expert advice in all areas of playing and training.

Consumer sampling highlighted the SportZstats counter would be perfect in tracking the development of young sports participants in a variety of sports in their developing years. Having worked on the idea for many years, Peter traveled to China to get the SportZstats counter produced.



Getting started

He knew that partnering with the right people was critical to getting the product into sports stores and major retailers and he teamed up with Rino Presutto who had been in the sports distribution sector for many years.

Rino, who immediately saw the potential of Peter's idea, knew that getting the SportZstats counter into any major retailer's stores would require a partnership with a third-party logistics provider.

He felt that the overheads of managing IT infrastructure and a warehouse were not something that SportZstats wanted to get into. After reviewing Kmart's list of third-party logistic providers, Rino chose to work with Supply-LINQ P/L.

With Supply-LINQ handling all the implementation and operation of systems and processes for creating, transmitting, and receiving documents electronically (Electronic Data Interchange or EDI), SportZstats only needs to ensure that once they get an order, they factor in the 60 days lead time from China to get products made and shipped back to Australia.

Supply-LINQ's General Manager, David Grieve, said: "SportZstats came to us because we are an experienced supplier of third-party logistics solutions and an accredited GS1 Australia Alliance Partner".

Supply-LINQ has been facilitating electronic trading with major retailers such as Myer, Rebel Sport and Kmart since 1997. "Supply-LINQ has been an Alliance Partner of GS1 Australia since 2003 and together we have assisted companies to trade with the major retailers. SportZstats is one example," he said.

GS1 Australia's Manager Retail & Logistics, Sean Sloan, said he met Rino at the Australian Sporting Goods Association Annual forum and they briefly discussed what was required to bar code the SportZstats counters. "The SportZstats team has been great. While the initial steps were the hardest, knowing what needed to be done in order to be successful in getting the product to market, meant the approach was pragmatic and well executed. SportZstats is a perfect example of most of GS1's membership; small to medium enterprise with a great product they just want to sell."

Obtaining a bar code

One of the first steps in the process of getting to market was for SportZstats to obtain a bar code. "To gain access to any major retail chain it is necessary to get a bar code for each of the items in the range," Rino said.

SportZstats joined GS1 Australia as a member and was assigned a company prefix and a set of Global Trade Item Numbers or GTINs. This is the basis for the bar code on products and is used to uniquely identify products.

As a first-time user of the GS1 System, Rino found the volume of information available was considerable, but he found the process of becoming a member quite easy. Once he knew how to get started, allocating numbers to items and then to trade items was really quite simple. A call to the GS1 Helpdesk, and in 10 minutes, Rino had numbers for all levels of packaging ready to be sent to China for printing.

"I called the GS1 Australia Helpdesk who were very helpful and talked me through how to calculate the Trade Unit numbers I needed. I have been very happy with the service so far," he said.

GS1 System at work

Supply LINQ's process using the GS1 System to exchange information electronically with Australian retailers, was already in place for SportZstats to use. With SportZstats orders, Kmart raises purchase orders electronically with Supply LINQ. Supply LINQ then send SportZstats an order email advising when to deliver stock to the warehouse. Supply LINQ scan-packs the orders and creates a Serial Shipping Container Code (SSCC) based on the GTINs. They then send Kmart a Dispatch Advice, more commonly known as an Advanced Shipping Notice (ASN), indicating that the order has been fulfilled.

"This is the great advantage of a small or medium business outsourcing their logistics to a third party who is using the GS1 System. All SportZstats has to worry about is that they have the correct bar code on their product packaging and everything else is handled for them," Sean said.

Future plans

Now SportZstats has the supply chain working like clockwork, they have great plans for the future. The SportZstats counters come in 8 different sports with many more to come. Currently being stocked in all Kmart stores and Sportsmart, SportZstats will also be available in Rebel Sport by mid May 2008 and all other leading sports store chains soon after this. SportZstats also recently signed a three-year licensing deal with Netball Australia and will be approaching other sporting body's in the months to come. The team is looking to take the counter overseas and has already had positive feedback from the US, Asia and Europe.

Peter is also developing the idea further to cover 20 different sports and is planning on adding a USB version in the future as well as Team Counters available for coaches mid June 08 for Footy, Basketball, Soccer and Netball.

"As we grow the business in the future, we do see that there will be benefit to use other GS1 services such as Data Synchronisation and GS1 numbers for internal business applications", Rino said.



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