



GREEN AND GOLD FOR GREEN 4 SOLUTIONS

Three years ago, Green 4 Solutions along with the South African Premier Soccer League joined forces with a clear goal in mind – creating football administration software and modules that could enhance the administration of the sport.

Green 4 and the PSL's partnership stems back to 2008 when the two first embarked on a journey to develop online football administration modules. This included the PSL's first ever online player registration system and player passport system, the online accreditation system and the referee's online match report capturing system.

These systems contributed greatly to a more focussed and professional run PSL with the systems gaining international recognition.

Now the two leading organisations embark on an ambitious road that will culminate in an industry first online competitions management system.

To this effect, the relationship between the two parties has been officially cemented with the signing of a service agreement contract to further show each other's commitment.

Green 4 Solutions, the UK based IT solutions company, has agreed to an exciting landmark contract and first with the Premier Soccer League (PSL), the governing body of professional football in South Africa.

The deal will see Green 4 Solutions supply PSL with its Sports Administration software that will be used to drive the governance and administration of professional football in South Africa.

The system is without doubt one of the most modern and efficient IT systems for soccer administration with its main features being a calendar based competition management system that will account for all the key areas when running a cup competition.

Kjetil Siem, CEO of the PSL said: "The PSL has for some time been searching for a software solution to aid in the governance and administration of soccer in South Africa. Green 4 solutions read into our vision and together we have developed some of the most exciting sports administration software."

"Green 4 Solutions Sports Administrator is without doubt the best in class and we are now seeing the benefits of using it at PSL. It is helping to simplify our communications and overall management of the governance process. We are delighted with it and I have been quick to tell my fellow administrators in football and the wider sporting community just how good Green 4 Solutions Sports Administrator is," Siem added."

Green 4 Sports Administration has been specifically designed to meet the needs of professional sports clubs and global sports federations and to deliver, regardless of the variances of each sport and its

administration, all of the benefits of a customer centric CRM solution.

Sports Administrator also has additional features designed specifically for the sports market that allows clubs and federations to use the same system to administer their membership whilst at the same time using their data to maximise the value of communication with its members, players and match officials.

David Brown, CRM Lead – EMEA Microsoft comments:

“Microsoft are delighted that the PSL in South Africa have adopted Dynamics CRM as the platform for the entire administration of Professional Football within South Africa. The project illustrates perfectly the power and flexibility of the Dynamics platform to build industry specific solutions. Green 4 are a Microsoft Certified Development Partner who focuses on the Sports Market. The depth of their functionality in their Sports Solution is testimony to their expertise in this market.

Over the past 6 years Green 4 has built a range of modules which focus on three core functions within Sports Organisations, namely commercial, athlete performance and sports administration. It is this combination of versatile platform and domain expertise which has made this possible from a single platform. On adopting this platform the PSL have established themselves as leaders in the innovative use of technology in Sport.”

The contract was concluded in April 2011 and was signed by PSL Chairman, Dr Irvin Khoza alongside Green 4 Solutions Joint Managing Director Peter Oliver in Johannesburg.

The Premier Soccer League (PSL) is the trading name of the National Soccer League (NSL). It is an Affiliate Member of the South African Football Association (SAFA) and the administrator of professional football in the Republic of South Africa. The PSL was established in 1996.