



Case Study

Real-Time Revenue Recognition Powers a Digital Transformation in Membership Engagement

National Sports Organization

National Sports Organization Overview

A leading U.S. sports association serves as both the national governing body and key growth driver for its sport. With over **639,000 individual members**, **8,700 local clubs**, and **40 million fans**, this organization is responsible for managing national tournaments, facilitating youth and adult engagement, and expanding grassroots participation across the country.

As part of a broader digital transformation, the association set out to modernize its operations, unify financial systems, and provide a seamless online experience for both members and fans.

Business Challenge

In order to support scalable growth and deliver modern membership experiences, the association launched a digital ecosystem that included a **new website**, **club management tools**, and a **subscription-based model** for events and memberships.

However, three major challenges emerged:

- The system could not support the **volume and complexity of revenue recognition** across nearly 800,000 subscriptions
- Integration was required with their **ERP system (SAP Hybris)**
- The transformation needed to stay **cost-effective** without compromising performance

As membership grew and transactions multiplied, the limitations of their previous approach became clear. A solution was needed to provide **accurate, auditable financial reporting**, and to ensure a positive experience for members and finance teams alike.

Why Gotransverse

The association partnered with **Gotransverse** to implement a flexible, scalable revenue management system that could handle complex subscription models and deliver daily financial clarity.

Key capabilities included:

- **Seamless integration** with SAP Hybris for unified financial operations
- Real-time **revenue recognition and GL posting**
- Support for **multi-transaction accounts**, with an average of 1.5 subscriptions per member
- Scalable architecture to handle data from **800,000+ subscriptions**

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By implementing Gotransverse, we now have an accurate picture of finances across the entire organization. Not only can we track incoming revenue we have the data we need to determine what's working and what isn't and determine which clubs and programs need more attention. As a result, all our members will benefit since we can track revenue and allocate funds for maximum benefit.”

— Association Executive



Results

With Gotransverse in place, the organization transformed how it operates:

- Recognizing daily revenue across **every member account**
- Analyzing membership **behavior and payment trends**
- Integrating seamlessly with SAP Hybris for a **fully connected finance ecosystem**
- Increasing **transparency and accountability** for regional funding and program investments
- Processing refunds and prorated amounts with **accuracy**

The sports association now uses these insights to allocate funding more effectively, track performance across the country, and make data-driven decisions that shape the future of the sport.



**See What Gotransverse
Can Do for You**

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About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.