VfB Stuttgart has attached importance to tradition ever since it was founded in 1893. But the largest sports club in the state of Baden-Württemberg has always kept its focus on progress. In 2018, VfB Stuttgart joined the first league of digitization with ELOprofessional and ELO Invoice. VfB Stuttgart plays its home games at Mercedes-Benz Arena in the district of Bad Cannstatt. The arena has hosted matches for two soccer world championships (1974 and 2006) and is also used as a venue for numerous large concerts. With a capacity of over 60,000, VfB home matches and all other events present a major logistical and organizational challenge. It’s no wonder that the company relies on efficient invoice processing. With ELOprofessional and ELO Invoice, VfB Stuttgart has now joined the first league of digitization.

“Right from the start, we had a coherent concept in focus for digitizing our processes. ELO Digital Office and Business Partner EVIATEC delivered just what we needed with ELOprofessional and ELO Invoice.”

Bernd Burger
Head of ICT and Payment
VfB Stuttgart


Overview

Country: Germany
Industry: Sports

Company

The traditional soccer club hailing from Bad Cannstatt, Stuttgart, is among the ten largest sports clubs in Germany. As a founding member of Bundesliga, VfB is an integral part of German professional soccer.

Challenge

Digitization of the incoming invoice process and electronic document archiving

Solution

- Digital invoice processing with ELO Invoice
- Automated archiving of all outgoing documents in ELOprofessional
- Integration with Microsoft Dynamics NAV

The benefits

- Efficient invoice processing thanks to lean processes
- Cost-savings and flexible use of resources
- Digital progress within the company

“Furchtlos und treu” – the foundation of German soccer

The origins of VfB Stuttgart go back to the second half of the 19th century, the pioneer era of soccer in Germany. In time, the club has transformed into a key sports icon, an integral part of the everyday life for many people in the region. With over 70,000 members, today VfB is by far the largest sports club in the state of Baden-Württemberg, ranking among the top 10 in the country. Major athletic successes – including five German championship titles – have helped secure the club a top rank in the all-time Bundesliga table.

With legends such Robert Schlienz, the Förster brothers, and Krassimir Balakov, Fredi Bobic and, Giovane Elber, also known as the “magic triangle” playing for the team, VfB has continued to achieve victories from generation to generation. It’s these traditions and memories that make VfB Stuttgart a living cultural institution for the people in the state of Baden-Württemberg.

A traditional club on its path to digitization

Despite all its traditional values, VfB Stuttgart has continued to develop in many respects in its over 125-year history. Athletic achievements have brought with them infrastructural innovations, for example the expansion of the Mercedes-Benz Arena, but also the entire club sphere: Enjoying lasting success, the club’s work with youth ensures the team is well prepared for the future. To stay on top of digitization, VfB began looking for a digital solution to archive all business-relevant documents in 2017. The club also hoped to streamline and automate several of its processes, especially for incoming invoices, with a system that would seamlessly integrate with the existing infrastructure.
Strong regional partners: ELO Digital Office and EVIATEC Systems

After sounding out the market, VfB Stuttgart found the perfect local partner for its digitization project with ECM software ELOprofessional from Stuttgart-based provider ELO Digital Office and ELO Business Partner EVIATEC Systems. In just a few months, the experts from EVIATEC digitized the club’s entire inbound invoice process with Business Solution ELO Invoice. Today, all received invoices are processed digitally and forwarded to the responsible employee via ELO workflows. The time and cost savings are enormous: “Thanks to the digital invoice process, our employees can focus on more useful tasks – ELO takes care of the paperwork,” explains Bernd Burger, head of ICT and Payment at VfB Stuttgart Arena Betriebs GmbH.

The first step: automatic archiving of outbound documents

Ever since July 2018, all outbound documents are automatically archived in ELOprofessional. Actively involved in the project right from the start, employees from accounting are pleased with how quickly documents are filed. Staff save time searching and find what they’re looking for faster.

The key: professional digital invoice processing

After successfully launching the project with automated archiving of outbound documents, EVIATEC set its sights on inbound invoice processing for VfB Stuttgart: The test phase for ELO Invoice began in the autumn of 2018, with the system going live in January 2019. Today, all received invoices are digitized and forwarded to the responsible departments and employees via workflows. This speeds up and simplifies approval significantly: “When digitization works so easily and smoothly, it’s fun for everyone,” says Nadine Schroth, responsible for organization and special projects at VfB Stuttgart Arena Betriebs GmbH.

Seamless integration with Microsoft Dynamics NAV

Yet another benefit: ELO Invoice integrates seamlessly with Microsoft Dynamics NAV, the ERP system used at VfB Stuttgart. Inbound invoices are digitized on receipt and automatically allocated to the correct transaction thanks to smart classification module ELO DocXtractor. ELO DocXtractor applies machine learning and communicates directly with the ERP system, accelerating document allocation and data synchronization. Interaction between the systems achieves positive synergies, optimizing the use of existing resources while streamlining invoice processing.
Summary and outlook

With the successful launch of **ELOprofessional** and **ELO Invoice** at VfB Stuttgart, EVIATEC Systems AG earned the title of “2018 ELO Project of the Year” in Baden-Württemberg.

Together with the ELO Business Partner, the club has already set a course for expanding the ELO solution: VfB now manages all its supplier and other contracts with **ELO Contract**. A custom **ELO workflow** was also implemented to manage vacation requests.

Thanks to the comprehensive digitization project, the entire company is moving forward, with CRM integration currently in the works. VfB Stuttgart is also planning to implement HR solutions from ELO Digital Office to stay on top of digital business.