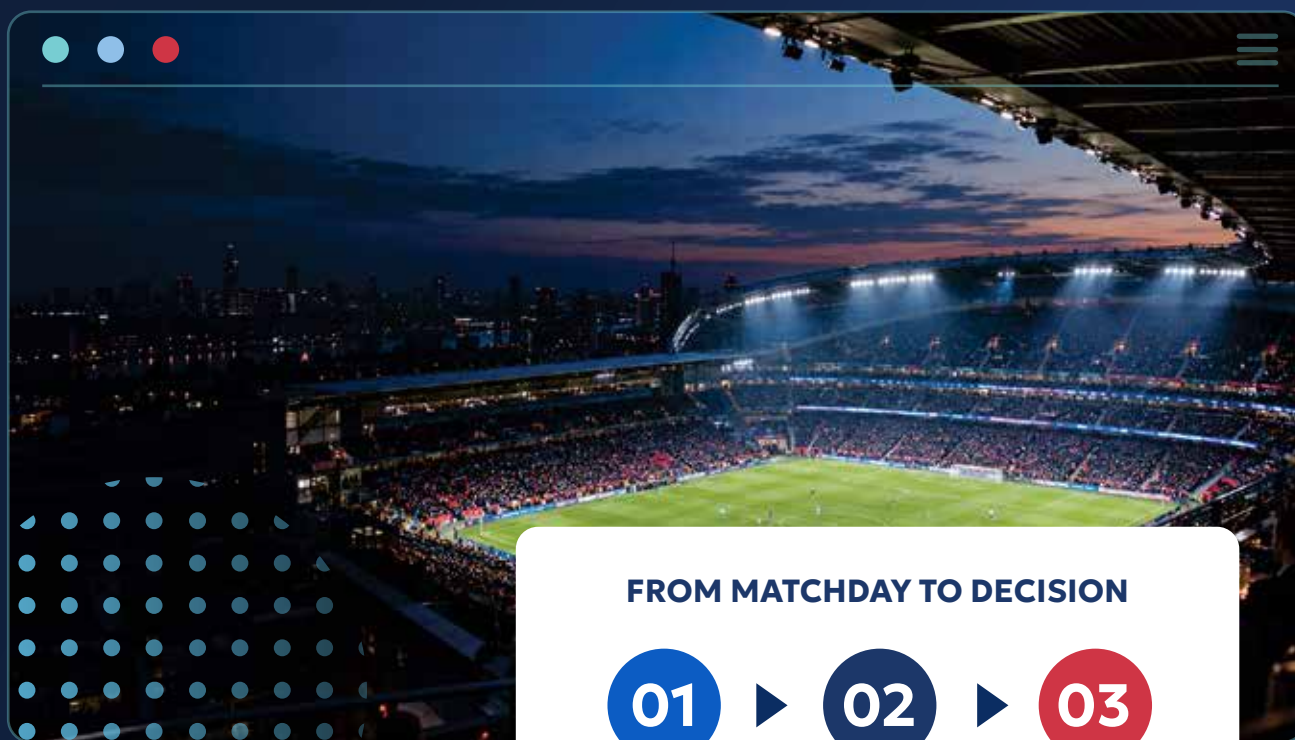


A PRACTICAL GUIDE FOR FINANCE LEADERS

# AI in Sports Finance

## What Professional Sports Organisations Need to Know

A practical guide to connected data, modern ERP and using AI to improve financial visibility, control and decision-making.



### FROM MATCHDAY TO DECISION

01

ACTIVITY



02

TRUSTED DATA



03

INSIGHT

# What's Inside

A practical route from disconnected systems to useful AI and better financial decisions.

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# Why Finance Teams Feel Stretched

Sports finance teams are often small, but boards, executives and operational leaders need more detailed reporting, more often.

1

## DEMAND IS RISING

Leadership wants faster answers and clearer forecasts by event, team, programme and revenue stream.

2

## DATA IS FRAGMENTED

Finance, CRM, ticketing, HR, payroll, retail and operational data often sit in separate systems.

3

## MANUAL WORK FILLS THE GAPS

Excel exports and reconciliations become an unofficial integration layer, adding delay and risk.

## THE RESULT

Too much finance capacity is spent collecting and checking information before the team can begin interpreting it.



## THE FIRST STEP

AI cannot solve disconnected information on its own. Start by creating a reliable flow of data.

# The Real Barrier to Useful AI

AI can help sports finance teams work faster, but it needs reliable information from the wider organisation before it can produce useful answers.

## GOOD FIRST USES

- ✓ Flag unusual transactions and exceptions for review
- ✓ Explain variances and summarise management information
- ✓ Improve cash forecasts and scenario modelling
- ✓ Automate repetitive invoice, reconciliation and reporting work

## WHAT HOLDS IT BACK

- ✗ Autonomous decisions with no accountable owner
- ✗ Analysis built on incomplete finance, ticketing, CRM, HR or operational data
- ✗ Sensitive data entered into unapproved public tools

*AI should shorten the route from data to decision. It should not remove financial control or replace professional judgement."*

**ALAN MILES, COMMERCIAL DIRECTOR, EUREKA SOLUTIONS**



# Where AI Can Help Today

Start with a finance problem that is frequent, measurable and safe to test.

1

## Faster reporting and board packs

Plain-language questions, draft commentary and explanations of material movements.

2

## Anomaly and payment risk detection

Scan for unusual values, suppliers or timing, then route exceptions to finance.

3

## Forecasting and scenario planning

Model schedules, attendance, memberships, sponsorship and demand.

4

## Event and programme profitability

Connect income and staffing, travel, venue and hospitality costs.

5

## Revenue recognition and billing

Link schedules to invoicing and recognition, with finance approval.

6

## Control across the organisation

Surface renewals, spend, expenses and overdue balances in one view.

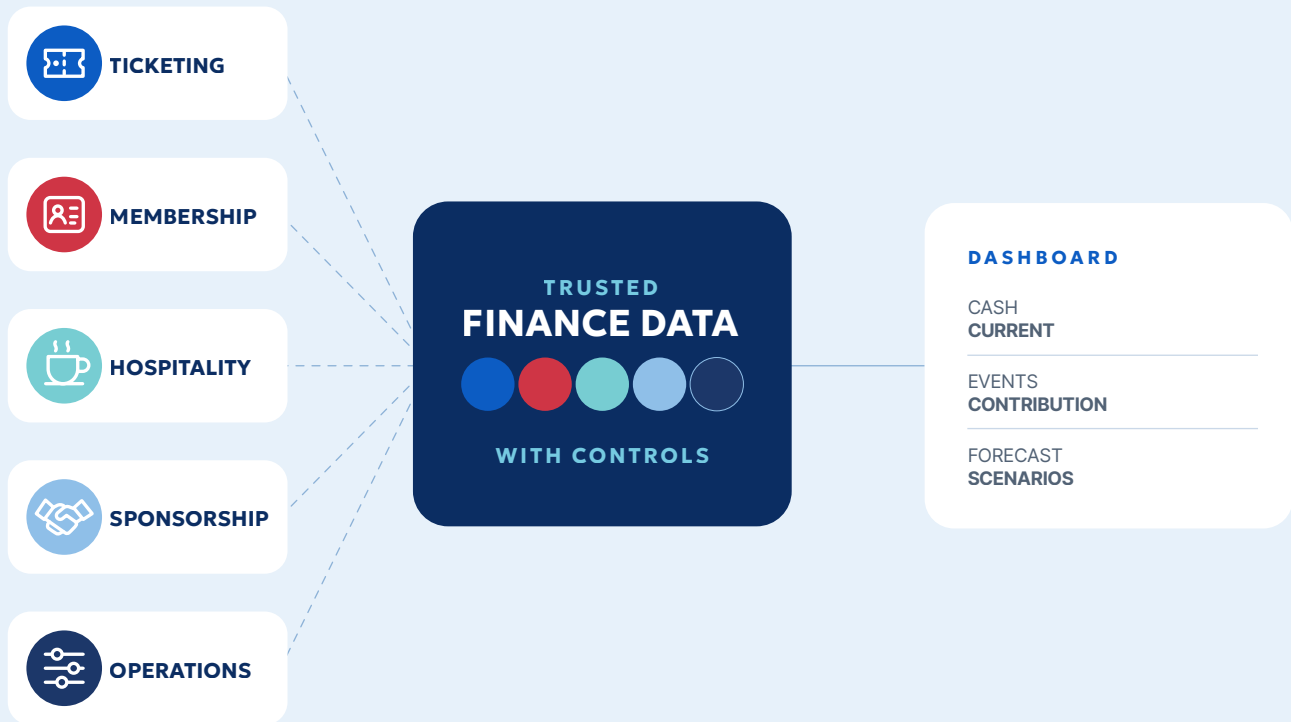
### PRODUCT NOTE

NetSuite's current AI capabilities include financial anomaly detection and AI-assisted analysis. Availability depends on edition, configuration and rollout.

# Turning Operations into Insight

The strongest use cases connect financial outcomes to the activity behind them, then automate routine steps around the decision.

ACTIVITY ——— CONNECTED DATA ——— FINANCE INSIGHT



## QUESTIONS FINANCE COULD ASK

- 1 Which events, teams or programmes delivered the strongest contribution?
- 2 How would changes in renewals or attendance affect cash over six months?
- 3 Which contracts, invoices or expenses need attention before close?
- 4 What is driving the latest cash forecast movement?

# From Fragmented Data to a Modern Framework

A modern setup does not require every function to use the same platform. It requires the right systems to exchange reliable data.



Your finance system does not need to do everything, but it needs access to the right data. Access, approvals and review remain controlled by the organisation.

# What This Could Look Like in NetSuite

NetSuite illustrates how sports finance teams could combine visibility, control, automation and AI in a connected environment.

1

## Dashboards and SuiteAnalytics

Current views of spend, revenue, cash and performance by event, team or revenue stream.

2

## Planning and Budgeting

Forecast attendance, competition progress, renewals and seasonal income.

3

## Bill Capture and approvals

Reduce invoice entry and route purchases and payments through controlled workflows.

4

## Revenue recognition and OneWorld

Manage sponsorship, hospitality, membership and event income over the right periods.

5

## Fixed Assets Management

Automate depreciation and manage specialist assets where relevant.

6

## AI-assisted finance

Exception Management, close tracking, transaction matching and variance analysis.

### IN CONTEXT

Features depend on licensing, configuration and rollout. Connect ticketing, CRM, HR, payroll and othersports systems through a managed integration layer.

# What Could Change by 2027

These are practical predictions, not guarantees. Their impact depends on data quality, integration and governance.



## THE NEXT FINANCE OPERATING RHYTHM

1

### Continuous forecasting

Budgets updated as schedules, attendance and commercial signals change.

2

### Exception-led finance

AI prepares reconciliations and explanations; people review unusual items.

3

### Faster commercial decisions

Leaders compare pricing, capacity, events and partnership scenarios.

4

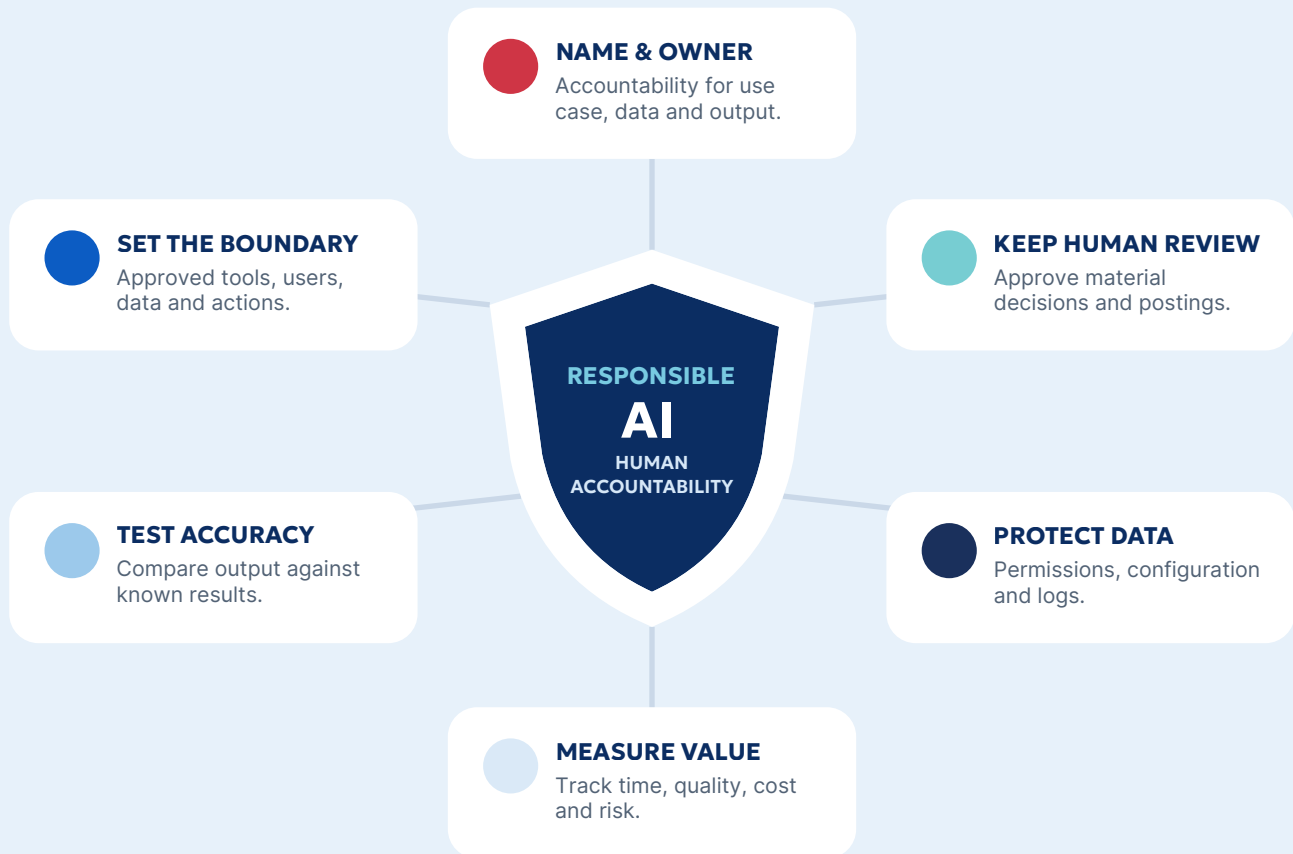
### Greater pressure on data

Trusted definitions and connected systems become a practical advantage.

Deloitte describes AI as part of sport's emerging operating backbone. The near-term advantage for small teams is likely greater capacity and faster decisions, not autonomous control.

# Governance Before Adoption

Finance data is sensitive. Agree boundaries and accountability before switching on wider access.



*"Before trusting AI anywhere near finance team data, that needs to be properly structured and controlled and connected so that you've got a single source of the truth,"*

**KENNETH MCBEATH, NETSUITE TECHNICAL LEAD**

# What Good Looks Like in Practice

Published Eureka customer results show the value of fixing finance processes and data before scaling AI.

## 50%

### SHORTER MONTH-END CLOSE

Heart of Midlothian FC reduced its month-end close from 12 working days to six

## 75%

### IMPROVED REPORTING TURNAROUND

Millwall FC improved its management reporting turnaround by 75%.

## 70%

### LESS AUDIT PREP

Millwall FC reduced its audit preparation time by 70%.

#### THE BIGGER LESSON

The same foundations support finance teams across team sports, individual sports, governing bodies, leagues, venues and community operations.



#### SET THE FOUNDATION

AI becomes more useful once that connected foundation is in place.

# Your AI Readiness Checklist

If several answers are no, strengthen the foundation before scaling AI.

☐

Can finance see ticketing, membership, CRM, retail, sponsorship and event performance in one reporting model?

☐

Is there a named owner for data quality and integration failures?

☐

Are exports, Excel integrations and spreadsheet reconciliations limited and controlled?

☐

Have approved AI tools and prohibited data been defined?

☐

Can you report profitability by event, competition, team, programme or revenue stream?

☐

Can users explain and evidence material AI-assisted outputs?

☐

Can the team produce an updated cash forecast quickly?

☐

Do permissions and audit trails reflect existing finance controls?

☐

Are financial definitions used consistently across teams?

☐

Is there one pilot with a clear measure of time, quality, cost or risk?

## THE STARTING POINT

A stronger foundation makes every AI pilot safer and more useful.

YOUR NEXT STEP

# Build Your Sports Finance Transformation Roadmap

Start with one finance priority, connect the right data and build towards AI with confidence.

## TALK IT THROUGH

Eureka Solutions helps professional sports organisations connect finance and operational data, modernise ERP processes and prepare for responsible AI adoption.

Already using NetSuite? Support Plus offers a structured way to improve reporting, integrations, automation and adoption after go-live.

**BOOK A CONVERSATION**



## Sources and Further Reading

- NetSuite Artificial Intelligence in NetSuite
- NetSuite 2026 Release 1
- Deloitte Global Sports Industry Outlook
- Eureka Solutions Business Systems for Professional Sports Organisations
- ICO Artificial Intelligence and Data Protection
- NCSC AI and Cyber Security

## Trusted by sporting organisations across the UK



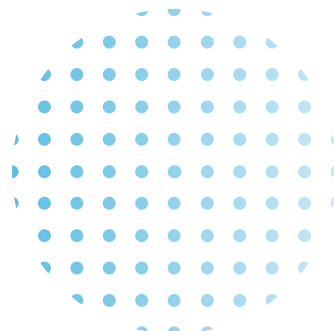
JUDDMONTE



COVENTRY Building Society | arena



Eureka Solutions has more than 20 years of experience helping organisations implement, integrate and support finance and ERP platforms. Our aim is simple: to find the solution that works best for your organisation.



**Oracle NetSuite Solution Provider | implicit Partner | Sage | Integration & Support**

**[www.eurekasolutions.co.uk](http://www.eurekasolutions.co.uk)**