

# Spotlight on Success: US TENNIS ASSOCIATION



**The USTA is the national governing body for the sport of tennis in the U.S.** and the leader in promoting and developing the growth of tennis at every level – from local communities to the highest level of the professional game. It owns and operates the US Open, the largest annually attended sporting event in the world. The USTA is a non-profit organization with 700,000 members and it invests 100% of its proceeds into growing the game of tennis. The organization's finance department performs the balancing act of managing operating costs while funding the creation and promotion of world-class events and education.

They decided to gain efficiency and improve financial visibility by streamlining and automating the annual budgeting process – moving it from a manual and Excel-based process into a flexible, organization-wide budgeting, planning and reporting system. USTA selected Hyperion Planning and chose ISA Consulting to assist them in their implementation.

**Ed McCool, Director - Financial Reporting & Budgeting**, led the initiative with a team including a financial analyst, an IT specialist, and a Hyperion consultant from ISA Consulting. ISA Consulting followed its proven methodology and began by training the internal USTA team members on the tools. Having the whole team familiar with the Hyperion suite kept the project moving forward efficiently. "ISA was excellent in project management, their knowledge of budgeting and Hyperion, and they were creative in accommodating our requests," states McCool.

The previous process was replaced by an integrated, web-based application that involves the organization in budget-development and provides intra-day updates during the financial close. "The reaction of the end users is extremely positive," states McCool. "With Hyperion Planning we could be more responsive to management requests for reports. If needed, we could drill down to the transaction level for detailed analysis."

The USTA team is pleased with the results. They selected an effective software application and a strong implementer that made the process simpler and more effective. McCool concludes, "The time to do the budget has not changed, but what we deliver in that time is so much more."

**About ISA Consulting** ... ISA Consulting is the premier provider of Business Intelligence, Performance Management and Data Integration consulting services in the East. ISA responds to the individualized needs of every customer by providing in-depth business knowledge, significant technical expertise and valuable lessons learned from years of working with other industry leading organizations. Creating value through a flexible and focused process, ISA serves customers globally with offices in Boston, New York, Philadelphia and Washington, DC.

**For more information, please contact us at  
[www.isaconsulting.com](http://www.isaconsulting.com).**



**"ISA delivered excellent project management and in-depth knowledge of budgeting. The ISA team always found a way to accommodate our requests." says McCool.**

**– Ed McCool,  
Director, Financial  
Reporting and  
Budgeting**

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