



# THE PERFECT CADDY FOR IT SUPPORT AND LEADERSHIP



📍 <https://www.pga.info/>

👤 Approx. 450 users

The most recognised Professional Golfers' Association in the world.

## The Client

With over 8,000 Members in 80 countries across the globe, The PGA are the world's oldest PGA and partners of the renowned Ryder Cup.

The PGA are a members' organisation and educate and train PGA Professionals to degree level with the very latest skills and expertise to operate in all areas of golf so golfers can enjoy and play better golf while golf clubs can benefit from the successful management of their facility.

All of this enables golfers to play better golf, and enjoy world-class facilities at clubs across the UK.

## Key Outcomes

- ✓ Proactive forward-thinking IT Strategy
- ✓ Highest levels of IT consultancy
- ✓ Continuous IT improvement program
- ✓ Remote Virtual IT Director
- ✓ Third-party liaison & management

## The Challenge

The PGA was originally operating an on-premises IT solution, however, they needed a proactive, forward-thinking IT strategy that ensured the tools and systems staff used both fit the present environment and can take advantage of future developments in technology.

As well as creating the IT strategy, the internal IT team at The PGA needed additional support on future proofing the solution and planning the strategy for development for the next 3 years.



**“Effective and efficient IT systems and the rapid resolution of any problems are key to the successful running of a business in the 21st century. So, we’re delighted to strengthen our association with Air IT and put it on a long-term footing.”**

**ROBERT MAXFIELD, PGA CHIEF EXECUTIVE**



## The Solution

Air IT's Consultancy service provides The PGA with the highest levels of IT leadership, guidance, and support to drive their development in house.

A major strength at Air IT is that we work to understand and adapt to our client's business requirements and needs by developing a long term strategic IT road map.

By utilising these services, The PGA is able to utilise a wide range of Air IT's services.

## The Partnership

In October 2017, Air IT discovered a mutual sporting interest with an existing client, who of which was a member at the PGA. Since then, Air IT and the PGA have been working together in partnership, delivering strategic IT guidance and supporting the association on a commercial partner basis.

We look to continue to support The PGA and their vision to reflect the original objectives of the Association, the commitment to its members and its determination to recognise the changing times in which we live.

**IT SUPPORT FOR  
THE SPORTS &  
LEISURE SECTOR**

We're dedicated to providing a tailored technology strategy that supports your business needs.

**HOW WE SERVE THE SPORTS INDUSTRY**

**Air IT**®

**READY TO GET HELP?**  
Arrange a free consultation today

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