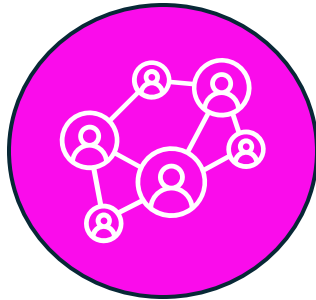




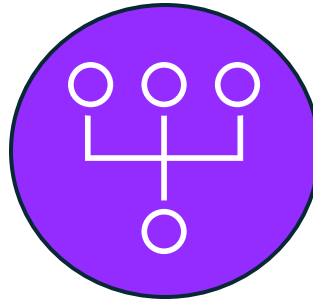
Scan the QR code to add this contact.



ICC Academy needed a modern system to enhance bookings, manage customer records, oversee academy club operations, and streamline facility and stadium logistics. Their legacy MS-DOS-based solution was limited to basic bookings and facility management, lacking true CRM capabilities and a 360-degree view of customer interactions. Omnific Solutions addressed this by implementing Salesforce Sales Cloud as the core platform, layered with the ISV solution GoMeddo. This delivered a unified system that enabled end-to-end visibility and control over bookings, scheduling, and the management of players, coaches, and facilities.



360-degree view of all customers and operational data



Improved coordination across department and user roles via "Person Accounts" and "Chatter"



Centralized player, coach, and facility management



Integrated GoMeddo ISV solution for advanced scheduling and booking

