

Infront Sports Case Study

How Infront Sports Leads
the World Through Integrity
in Sports Events

The Summary

Believing that sport is one of the true unifying forces in the world, Infront connects fans and consumers to the greatest sports events across the globe. Teetering on the edge of small to medium-sized companies, with just over 1,000 specialists, Infront Sports, an international sports marketing company, offers streamlined solutions for international sports teams and fans to connect with live events and news. The medium-sized company turned to GAN integrity in order to fine-tune its internal compliance processes, procedures, and standards originally being implemented by a small compliance team.

The Infront Sports highlighted the following about GAN Integrity:

- Saves time
- Streamlines processes
- Allows a high degree of visibility
- Enhances task delegation to other departments
- Assures alignment across the corporate footprint
- Impacts culture to demonstrate the value of compliance

The Problem

Nearly a decade ago, Barbara Lustenberger, Head Group Compliance, Infront Sports & Media AG, began building and implementing Infront's compliance management system by searching for digital solutions. She joined the company as the UK Bribery Act was being enforced. Infront's shareholders already sought to create a corporate culture of compliance, which heavily contrasted the perception that sports were not heavily regulated.

Frustrated with the manual labor of inputting PDF forms and manipulating Excel files, Barbara Lustenberger knew the benefit of adopting a platform that could save time, decrease human errors, minimize mistakes, reduce forgotten tasks, and lesson instances of incomplete data. Lustenberger highlights how gaps in compliance could easily damage the company's reputation; they needed something to help comply with massive government regulations like the UK Bribery Act or the EU Whistleblowing Directive.

This led the medium-sized business with 44 offices in 17 countries to seek out the digital compliance platform offered by GAN Integrity.



The Solution

How GAN Integrity's Platform Enhances Infront's Compliance

Cost-effective compliance

The world of sports faces an extraordinary potential for exposure to corruption, fraud, antitrust competition, data breach, money laundering, tax evasion, and the like. Infront Sports wanted to not only ensure that it was adequately mitigating its unique business risks, but to install trust in its partners that Infront's compliance program was reliable and effective.

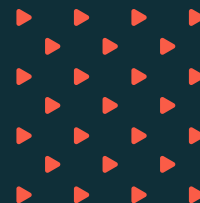
Presenting the benefits of a compliance platform to Infront management, Barbara knew that compliance might not generate sales revenue, but she could show how much money Infront would save by avoiding criminal investigation thanks to a centralized platform where all information and risk data could be found in one place.

This is further reinforced by the fact that Infront's compliance team interacts with a myriad of other departments like HR, IT, Communications, Tax, Finance, Treasury, etc. Centralizing compliance processes in one platform makes it much easier for every stakeholder to get the data they need.



With GAN, it's one or two clicks and they can find the data...It's much easier to have information centralized in one place."

— Barbara Lustenberger,
Head Group Compliance, Infront Sports & Media AG



Realizing the benefits of a centralized platform and the value that easy access to data brings to the business, Infront Sports chose to leverage all of GAN's Due Diligence, Conflicts of Interest, Risk Management, Policy Deployment, Gifts & Entertainment and Investigations applications for a higher return on investment.



Higher employee engagement with the company's training program

Infront rolls out compliance policies and training to employees across the company. Leveraging the GAN platform to manage and track the roll out and completion of policy and training campaigns has allowed Lustenberger's small team to ensure that all employees, regardless of region or department, enroll in the company's compliance policy and training program. Speaking of the platform's ease of use and high level of accessibility, Lustenberger noted:

“

It's easy to access, and it's also easy for us to actually reach [employees] because we can quite easily target them with training.”

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG

A more transparent third party due diligence process

GAN's Due Diligence platform offers an end-to-end third party vetting solution to its customers. From onboarding to screening and ongoing monitoring, customers are able to monitor every stage of the due diligence process as well as maintain overview of any real-time changes to third parties' risk profiles. Having worked with the Due Diligence platform to monitor its full third party population, Infront Sports was able to simplify its process and get a higher return on investment. Lustenberger explains:

“

What I find is that especially the due diligence process works much better, and quality-wise, we get much better information... There was a lot of quality improvement to the whole process”.

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG

Infront found the due diligence process in the GAN platform especially helpful for background screening of companies or clients that have been identified as potential high-risk relationships. For example, risk increases for those operating in a sanctioned country or active in a high-risk industry like betting, crypto platforms, alcoholic beverages, etc. The platform allowed Barbara and her team to focus their efforts where they were needed the most and automate low risk relationships and thereby decrease the overall business exposure.



Leveraging the platform's flexibility to accelerate compliance

In order to reduce risk, the compliance team must be agile and innovative. At GAN we believe that the technology they use should be the same. For that reason, flexibility is built into the platform by design. Capitalizing on the platform's flexible workflows, the compliance team at Infront saw an opportunity to further expand the compliance program by adding GAN's Conflicts of Interest application to their platform allowing employees to submit conflict of interest declarations in the same tool they use for any other compliance related tasks.

“

You only need to share the [platform] link once... it made access much easier”

—Barbara Lustenberger
Head Group Compliance,
Infront Sports & Media AG

Improved efficiency

Digitizing the compliance program at Infront Sports has helped Barbara and her team supercharge the efficiency of the compliance department, reduce room for human error and provide much more transparency to senior management when it comes to producing quarterly and yearly reports on the performance and effectiveness of the compliance program.

Moreover, the ability to centralize all processes in one place with the GAN platform also meant that the team at Infront Sports were able to pull the data from one place ensuring a much higher accuracy without having to jump through the hoops of reaching out to all local compliance officers to fetch the data of the local Infront office.

Bolstering Infront's speak up culture

Infront utilizes GAN's Investigations application to manage their "speak up" line, allowing reports to be submitted when concerns are expressed via whistleblower reports. Regardless of the intake channel, all reports submitted to the compliance team are centralized in one place allowing the team at Infront to conduct investigation and analysis and determine the appropriate remedial action all in one centralized case management solution.



Everyone can make a submission and I feel that we are very aligned with [the requirements] of the EU Whistleblower Directive"

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG



Better tracking and processing of requests

Leveraging the platform's customization capabilities, the compliance team and Infront built a tailored gifts and entertainment approval process that made it easy for the business to track requests. The compliance team set corporate rules and thresholds in the platform around the process of gift approval making it easy for the team to examine what is submitted and adopt a consistent approach to request approval throughout the organization. Being able to effectively and consistently triage these requests has helped the compliance team dedicate the right amount of effort to high-risk requests and more rapidly process the low-risk ones, spurring efficiency throughout the organization.



Key Performance Indicators

In order to protect the people of Infront, avoid costly litigation expenses, and limit the company's exposure to financial and reputational risks, a compliance system surely needs to be effective. Speaking of the different ways in which a compliance program can be measured, Lustenberger pointed to the extent to which a compliance step can be seamlessly embedded into business operations. As soon as compliance is perceived as an inhibitor of business operations, it becomes ineffective. If the compliance tasks, on the other hand, are easy to go about and the programs are adopted by the broader employee population, it's a win to the compliance team.

Analytics and reports are another means by which to track the performance of the program. With GAN's embedded reporting and analytics capabilities, Barbara's team has been able to easily generate reports for management to give them an overview of the levels of risk and their distribution, while department leaders can dive into data around gift approvals, the type of complaints submitted, where how many whistleblower reports are happening, etc.

Global Reach

GAN's role-based access strengthens the compliance program on a global scale by affording segmented access to regional compliance managers and corporate site pictures to give Barbara, the company's global compliance officer a bird's eye view of performance throughout the organization:



“

We try to make available all the communication measures that we produce at HQ to everyone, but we also give local offices the liberty to create additional content in order to address and reach their respective colleagues.”

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG

GAN's Got the Look

Infront also appreciates the modern and user-friendly feel of GAN's platform. They found that GAN provided all the processes in addition to the modern design which they hadn't found in one solution.

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Other products may offer a very sophisticated “speak up” line, but everything else seemed lacking. This gave the edge to GAN's customization possibilities, modern look, and user-friendly interface.”

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG

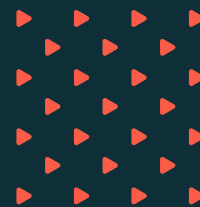
Closing Thoughts



[Working with GAN is] quite easy because everything is in one place and that was important for me to have one platform that can represent everything we need because then...[everyone] knows where to look.”

—Barbara Lustenberger

Head Group Compliance, Infront Sports & Media AG



Interested in learning more about GAN Integrity's integrated compliance management solution?

DISCOVER MORE



Book a demo, visit ganintegrity.com | info@ganintegrity.com

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