



## Press Release

### **INDRA DEPLOYS A BUSINESS MANAGEMENT SYSTEM FOR FEMEXFUT AND ADVISES THE AMATEUR SECTOR ON GROWING ITS MEMBERSHIP**

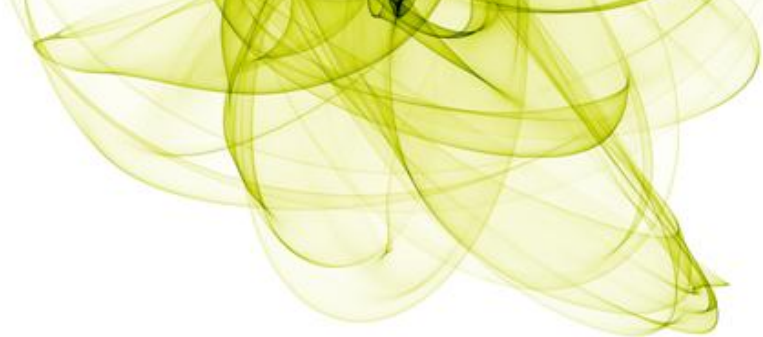
- **The new system will facilitate the automation, improvement and integrated control of the federation's business areas**
- **The multinational has also launched a strategic consulting project to structure and promote the growth of amateur football in the country**
- **Indra has reinforced its presence in Mexico's industry, consumer and services market while consolidating its positioning as a technology provider for major sport organizations**

Indra, one of the leading consulting and technology multinationals in Latin America and Europe, has deployed a management model for the Mexican Football Federation (Femexfut), which among other benefits will facilitate greater control of the organization's activities and optimize resources. It has also launched a strategic consulting project aimed at promoting amateur football at a state and national level across Mexico.

The Mexican Football Federation organizes, regulates, administers, promotes and encourages the practice of this sport in Mexico by providing administrative and sports services to all of its members in both the professional and amateur sectors. This includes the Mexican Football national teams, both male and female, the clubs in the Mexican League, League and Promotion, Second and Third divisions, and the amateur sector.

The first project consisted in implementing a new business core, under the SAP platform, to allow the federation to manage its financial, logistical and human resources information in an integrated manner. Specifically, this includes cost control, payroll processing, travel and fixed assets management, material control, sales and distribution, project management, and maintenance of the entire system.

The integration and modernization of these processes will lead to easier and more transparent information sharing between the Femexfut business areas and will allow them to identify costs associated with operations and analyze profitability. It will also permit efficient and integrated budget control as well as more efficient operations and event management.



As additional benefits, the platform will help to streamline and speed up accounting and financial operations and incorporate best practices in internal processes, therefore aligning them with international standards. The deployment will also provide administrative support for growing the operations undertaken by Femexfut and the Bancomer MX League.

Indra has also launched a strategic consulting project for Femexfut aimed at promoting amateur football at state and national level. Specifically, the company will help the federation to design and implement a master plan with a set of criteria and principles for creating a governance and financial operating model that will turn the Femexfut amateur sector into a seedbed of talent for all the children, teenagers and adults who play football in Mexico.

### **Technology partner for major sport organizations**

The projects for Femexfut reinforce Indra's activities in Mexico, where it has been operating since 1997 and currently employs more than 2,000 professionals. They also consolidate its presence in the industry, consumer and services sector by strengthening its positioning as a technology partner for major sport organizations.

Indra's offer focuses on technology-intensive projects that enhance sports management and optimize administrative tasks, thus cutting costs and creating more profitable business models for its clients. The technology multinational has significant expertise in this field, as demonstrated for example by the development for the Spanish Football Federation of the so-called Phoenix System (Sistema Fénix) for managing members, licenses and competitions. Indra also has experience in developing and deploying integrated security projects for football stadiums in partnership with Spain's Professional Football League, consisting in the implementation of an integrated and highly sophisticated protection and ticketing solution. Additionally, the company has created the entire website for Real Madrid ([www.realmadrid.com](http://www.realmadrid.com)), one of the most visited in the world, using state-of-the-art interactive technology.

Indra is at the forefront of technology in the industry and consumer sectors with solutions and services designed to achieve continual improvements in productivity and resource management. Its systems not only improve the competitiveness of its clients but also help them to make the most of new market opportunities and face new challenges. Indra's commitment to smart infrastructures is a qualitative, groundbreaking step forward in the design of business processes and their execution, contributing to innovation in leading companies and institutions.

Chaired by Javier Monzón, Indra is one of the leading multinational consulting and technology firms in Europe and Latin America and is currently expanding in other emerging economies and regions. Innovation represents the cornerstone of its highly client-oriented business and sustainability. In the last three years the multinational has spent more than €570 million on R&D&i, making it one of the biggest European investors in its sector. With nearly €3 billion in revenues, it employs 42,000 professionals and services clients in 138 countries.